C1200-1 8/30/83

S&M
SALES & MARKETING MANAGEMENT
JULY 25, 1983
A BILL PUBLICATION
SIXTY-FIVE DOLLARS

S&MM EXCLUSIVE!
The first published listing of revised metropolitan markets with latest updates on population, income, and retail sales

1983
Survey of Buying Power

**Featuring: Population,
Effective Buying Income,
And Retail Sales Of U.S. Markets**

Section A.

An opportunities-oriented Markets Planning Guide that provides valuable insights to help select the right demographic and geographic markets

Section B.

National and Regional Summaries, Market Rankings that help sharpen sales targeting

Section C.

Metro Area, County, and City Data Arranged by States

Section D.

Canada: Metro Area, County, and City Data Listed by Provinces

555 31525091---704F
CONGRESSIONAL INFO SVC
SUSAN GARNER
4520 EAST WEST HWY
BETHESDA MD 20814

The Renault Alliance

It's the "Car of the Year" for some very good reasons.

It should be your fleet car for even more reasons.

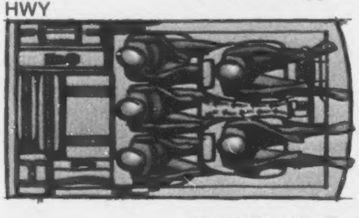
THE ALL-AMERICAN COMPETITION.
When *MOTOR TREND MAGAZINE* named the Renault Alliance its 1983 "Car of the Year" among American-built automobiles, it based its decision on styling and design, quality, comfort, ride and drive, handling, fuel economy, performance and dollar value. Fairly weighty factors. Alliance went up against some tough competition. And it won.

But to make Alliance your *fleet* choice requires even more reasons. Alliance provides them.

THE DOLLAR EFFICIENCY OF ALLIANCE.
More than offering outstanding mileage, Renault Alliance also features an initial low price, low operating costs and the exclusive American Motors Buyer Protection Plan®, providing the *only* full 12-month/12,000-mile warranty in the industry, *plus* Loaner Car Service, Trip Interruption Protection and Towing Coverage. And every Alliance is also backed by the Renault Perforation from Corrosion Limited Warranty with 5 full years of rust corrosion protection.*

37 EPA** EST MPG 52 EST HWY

Plus, Alliance offers $471 in popular optional equipment at no extra charge to qualified fleet buyers. Items like power steering, cruise control and AM/FM stereo radio. Now, that's real value. (There's also a special program for rent-a-car fleets.)



THE HUMAN FACTOR.
Comfort. Smooth ride. Responsive handling. Lots of trunk space. And, room for 5. Renault Alliance offers all this. Plus, its unique "pedestal" seating allows extra legroom for rear-seat passengers, and with the twin torsion bar design, front and rear stabilizers and long wheelbase, *everyone* rides comfortably. These things may concern your drivers and their passengers more than they concern you. But consider this: if the car appeals to people in general, chances are it'll be worth that much more in later resale. And this car appeals.

THE BOTTOM LINE.
Check Renault Alliance against the competition. You'll see why the Car of the Year should be your *Fleet Car of the Year.* And soon another new American-built Renault automobile — in hatchback design — will be joining our fleet. Two efficient machines, just right for you.

See your local Renault dealer or contact us at American Motors Sales Corp., Fleet Operations, 27777 Franklin Road, Southfield, Michigan 48034, (313) 827-4216. We'll give you *all* the reasons to make Alliance *your* fleet car.

RENAULT
American Motors
Redefining Fleet Efficiency.

*See your dealer for warranty and rust program details.

**Use these figures for comparison. Your results may differ due to driving speed, weather conditions and trip length. Actual highway mileage and California figures will probably be less.

Circle No. 108 on Reader Service Card

SEIKO
QUARTZ
SEIKO
QUARTZ
WED 2

Setting the standard.
It's what incentive programs and Seiko Quartz are all about.

The greater the incentive, the greater the effort. By this measure alone, Seiko Quartz watches and clocks are outstanding offerings.

Recognized the world over for technological and design achievements, Seiko Quartz is a gift prized for itself and for what it represents. Leadership. Service. Quality.

SEIKO

Setting the standard for the world, for the future.

Circle No. 101 on Reader Service Card

Maria T. Oliveri SMM 7-25-83
National Sales Manager, Incentives and Awards
Seiko Time Corporation
640 Fifth Avenue,
New York, N.Y. 10019

Please tell me more about Seiko Quartz incentive programs.

Name____
Company______________________________________
Title____
Address______________________________________
City______________________State________Zip______

The $400-m
sales opp

1983 Thomas Register
1983 Thomas Register
1983 Thomas Register
1983 Thomas Register
1983 Thomas Register
1983 Thomas Register
1983 Thomas Register
1983 Thomas Registe

Thomas Register offers its advertisers a $400-million a day sales opportunity. That's the conclusion of one of the most stringently monitored sales research studies ever conducted in industry.

Planned and conducted in technical consultation with the Advertising Research Foundation, the massive two year study was based on detailed records provided by more than 300 cooperating companies throughout the U.S.

The study findings: American Industry uses Thomas Register in buying products and services at the rate of $400-million a day . . . $102-billion a year. And this counted only Thomas Register's use by industrial companies in the U.S. Add to that the purchases of distributors and wholesalers, government and overseas buyers . . . and you have a sales opportunity of truly gigantic proportions.

illion a day
ortunity:

1983
Thomas
Register
1983
Thomas
Register
COMPANY
PROFILES
A-to-O
1983
Thomas
Register
COMPANY
PROFILES
P-to-Z
1983
Thomas
Register
THOMCAT
1983
Thomas
Register
THOMCAT
1983
Thomas
Register
THOMCAT
1983
Thomas
Register
THOMCAT
1983
Thomas
Register
THOMCAT
1983
Thomas
Register
THOMCAT

At more than 150,000 buying locations around the world, specifiers and buyers use Thomas Register constantly to evaluate and select suppliers for the products and services they need. Their purchases range from computers to distillation columns, from machine tools to office products, from lift trucks to materials, from prefab buildings to semiconductors. In all, they use Thomas Register to buy more than 50,000 types of products and services.

With a strong and effective advertising and catalog program in Thomas Register, you can convince a significant percentage of these ready-to-buy prospects to buy from you.

For details on advertising in Thomas Register . . . and the $400-million a day sales opportunity that it offers you, just call or write.

Thomas Register of American Manufacturers
One Penn Plaza, New York, N.Y. 10119 Attn: B.W. Hanson (212) 695-1611

Circle No. 121 on Reader Service Card

UPWARD TRENDS BEGIN AT THE SHERATON CHARLESTON

Sheraton Charleston

Doing business in Charleston?

Make this trip *more* successful. At the Sheraton Charleston. This luxury hotel provides more than a room to sleep in. It provides elbow-room for doing business, right up to a conference room if you need it.
Plus these extras to make your business trip special:
- Superb dining in elegant surroundings.
- Live entertainment, nightly.
- Relaxation...at the pool or on the tennis courts.

And convenience. The Sheraton Charleston is close to downtown business districts and the Medical University. Free shuttle service.

Get down to business your next trip to Charleston. Watch the curves go up. Move up to the Sheraton Charleston. For reservations call 800-325-3535.
Or call your travel agent.

Sheraton Charleston Hotel
SHERATON HOTELS & INNS WORLDWIDE
170 Lockwood Drive, Charleston, SC 29403
(803) 723-3000

Circle No. 124 on Reader Service Card

S&MM

TABLE OF CONTENTS

JULY 25, 1983

What's coming up

Western Union. As revenues from its telegrams and Mailgrams falter, Western Union's Consumer Services Div. raises its bet on its money order business with an array of new marketing programs. Aug. 15.

Ramtek. The computer graphics industry is changing the nature of design and graphics in a host of businesses, from health care to auto manufacturing. Ramtek finds itself struggling to keep its lead. Sept. 12.

An S&MM Special Section: Sales Incentives. Experts tell users of incentives how to fine-tune their plans for optimum results. Sept. 12.

Negotiating. Some sage advice on how marketers and salespeople can turn a situation to their own advantage. Included: "ego surprises," controlling the agenda, and pulling rank. Sept. 12.

The gay marketplace. Demographically speaking, the U.S. gay population presents a growing market opportunity. Some advertisers are already targeting gays, with others not far behind. Oct. 10.

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

SECTION A—FEATURES
How marketers keep ahead of change A-7
Users tell how Survey data help them stay on top of changes that affect local market sales.
What's behind the metro area revisions A-16
A helpful explanation of the new concepts and criteria the government will use in defining metro areas.
Converting consumers into opportunities A-30
A three-step planning program for using lifestyle changes as the basis for building new product and service markets.
Definition of terms used in the Survey A-48

SURVEY HIGHLIGHTS
The 1982 consumer market A-8
Nuances of regional growth A-8
Recession's toll: Income gains trail price rises A-10
Two views on growth leaders A-13
Suburban markets: Where the payoff is A-14
Top 25 metro markets: Atlanta up, Dallas down A-14
New consolidated metropolitan statistical areas A-22
Retail store sales: Survey vs. Census Bureau A-40

MARKET HIGHLIGHTS
Population changes by age groups A-10
Poverty: Even the Sunbelt has its share A-13
Occupational mix by race and Spanish origin A-32
Richest minority markets A-34
Family income by race and ethnic group A-39
Recession's impact: Shock for South and West A-39

S&MM MARKETGRAPHS
Working women: Where role reversal pays off A-43
Children's market: And child makes two A-44
Those 18 to 24 year olds: Key to population growth A-47

SECTION B—NATIONAL, REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS B-1 to B-52

SECTION C—METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES C-1 to C-218
Alphabetical listing of S&MM's 314 markets C-2

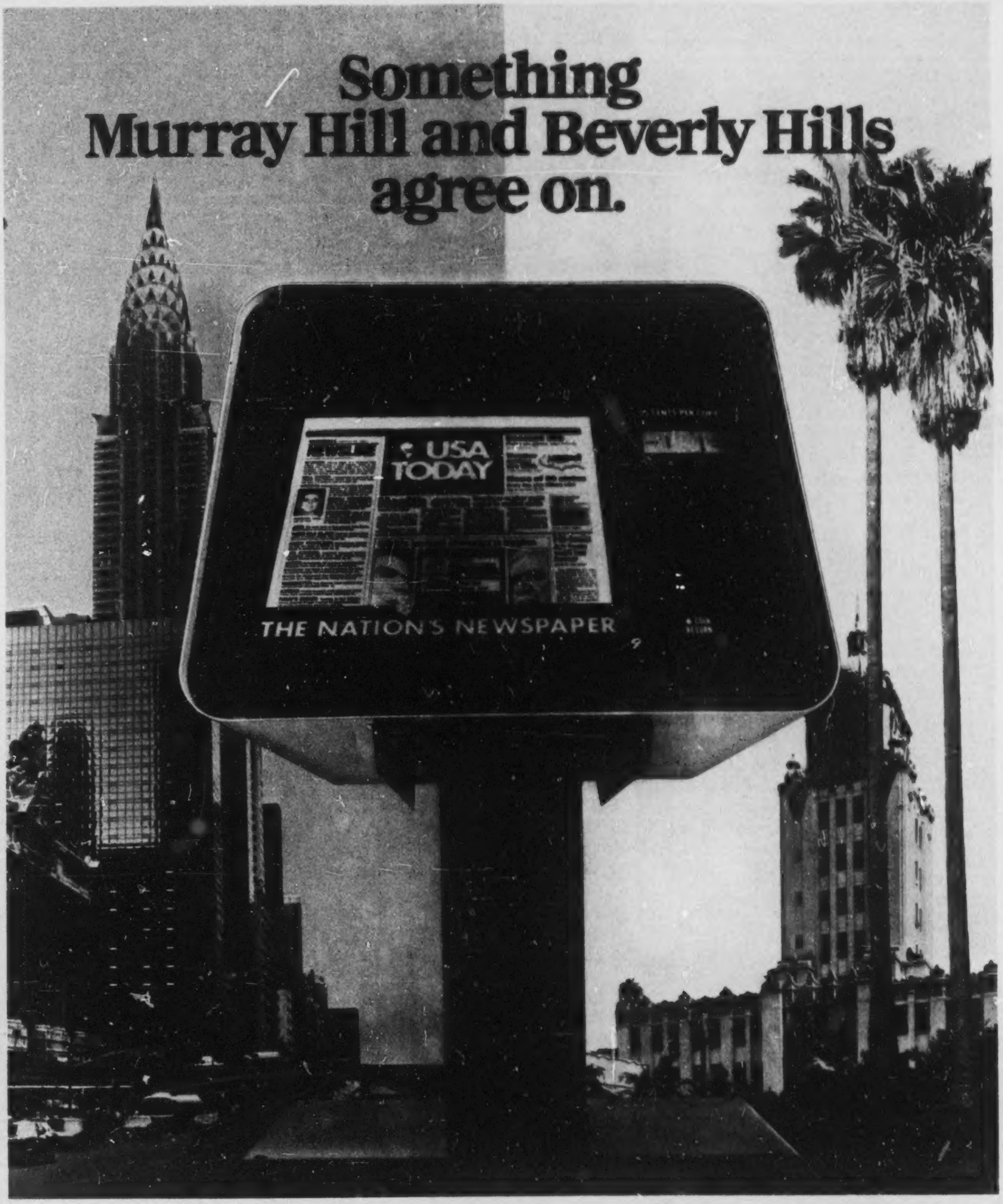
SECTION D—CANADIAN SURVEY OF BUYING POWER D-1 to D-19
Recovery begins—slowly D-2

VOL. 131, NO. 2

S&MM **[Sales & Marketing Management** ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Second-class postage paid at New York, NY, and additional offices. Form 3579 requested at 633 Third Ave., New York, NY 10164-0563. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563. SUBSCRIPTIONS: $42 a year, U.S.A. and Canada ($50 CDN). Foreign, $65. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn.

© Copyright S&MM [Sales & Marketing Management], 1983. All rights reserved.

Something Murray Hill and Beverly Hills agree on.



In just a few months USA TODAY has attracted the affluent audience that every newspaper and magazine wants. Now the word is out that we drew the same high-income readers when we introduced USA TODAY in New York.

The latest Simmons data confirm it. Our readers in the New York market are 67% college educated, 47% upper income, and 44% professional/managerial. So New York, like the rest of America, loves USA TODAY. So much that our most recent audited circulation was a whopping 1,109,587. That's why you should get into USA TODAY. You get more out of it. Find out how. Call Joe Welty at (212) 715-5360.

USA TODAY

The U.S.A. in an entirely different way.

© Gannett 1983

Circle No. 129 on Reader Service Card

Section A

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM Markets Planning Guide

Sharper planning puts marketers ahead of change

Users tell how the *Survey* keeps them on top of changes that affect sales and how they use the data to set quotas, analyze markets, and target sales territories.

By RICHARD KERN
Associate Survey Editor
Survey of Buying Power

Success in selling greatly depends on the marketer's ability to anticipate changes that affect local markets. The ability to "read" a market's demographic and socioeconomic changes gives him the insight necessary to convert these changes into opportunities.

The three basic elements of *Sales & Marketing Management's Survey of Buying Power*—population, Effective Buying Income, and retail sales data—give marketers an instant in-depth profile for any metro area, county, or city, allowing them to zero in on specific markets and focus their sales efforts accordingly. Using those elements, they can build their strategies, target local markets, design sales territories, set quotas, evaluate sales performance—and spot the trends that are reshaping the marketplace.

In the pages that follow, *S&MM* shows how companies employ the *Survey* in a number of different ways:

- Schwinn Bicycle Co. uses the *Survey* to set more reliable area sales quotas.
- ABC-TV uses it to build sharper market profiles.
- Piper Aircraft relies on it when upgrading its distribution system.
- Osborne Computer Corp. finds it invaluable in attaining more efficient market selection.
- Resort Graphics targets advertising audiences more precisely via *Survey* data.

Each also reports another use of the *Survey*—spotting those all-important local market changes.

Sales quotas and sales performance

The setting of area sales quotas is one of the basics for marketers. Also, if quotas are well researched and based on reliable data, they become a valuable tool in inventory control, allowing the marketer to stay one step ahead of the economic changes that are occurring in his particular industry. Bill Chambers, manager of dealer development at Schwinn Bicycle Co., Chicago, has been using the *Survey* to set sales quotas for more than 25 years. He calls it "a consistently reliable source of market information.

"Setting quotas for given areas is actually quite simple," Chambers says. First, he compares a market's population with the previous year's sales, and computes a "bikes per thousand" ratio for the market. Next, he multiplies the metro area's Buying Power Index (BPI)

Another Survey exclusive

Sales & Marketing Management's 1983 Survey of Buying Power scores an important first—it's the first source available to marketers that has data on population, Effective Buying Income, and retail sales for metropolitan markets as they were redefined last month by the federal government. Adopting new concepts and criteria, the Office of Management and Budget made sweeping revisions that raised the total number of metros from 305 to 314, created 16 new markets, retitled 43 areas, changed the county makeup of more than 80 markets, and merged 13 areas into 6.

Marketers who track local markets from year to year as each new *Survey* appears should be sure to compare the current metro county definition (found on page C-2) with that of the benchmark year when calculating rates of change.

SURVEY HIGHLIGHT

The 1982 consumer market

	1982 Totals	% Increase 1981–82
Population	**233,298,300**	**1.0%**
Households	**85,063,000**	**1.7**
Effective Buying Income ($000)	**$2,169,679,437**	**7.8**
EBI Per Household (Average)	**$25,507**	**6.0**
Total Retail Sales ($000)	**$1,100,749,749**	**4.2**
Retail Sales Per Household	**$12,940**	**2.5**

Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*
©Sales & Marketing Management.

by the projected U.S. sales for the upcoming year, which yields a quota for the market in question. When he compares the quota with the actual sales figure he quickly learns whether an area will be selling above or below the current total.

If the quota is less than the current sales figure, this tells Chambers that local dealers are doing an above-average business. If it is considerably higher than actual sales, he knows that more or better dealers are needed to take up the slack (see Exhibit 1, page A-9). He repeats the process for all U.S. metros and uses the results to calculate sales strategies and chart the territories' potential. Results of his analysis are sent to Schwinn's four regional distribution centers, which use the information to adjust their inventories accordingly, keeping them in sync with dealers.

"The *Survey* is our bible," says Chambers, "and we swear by it."

Market analysis and profile

No sales strategy is better than the planning that goes into it. As a planning tool, the *Survey* helps marketers who need reliable, up-to-date demographic and socioeconomic information on local markets.

Mark Guralnick, a sales researcher in ABC-TV's sales department in New York City, considers *Survey* statistics invaluable for targeting viewer areas where the network seeks new advertisers or affiliates.

SURVEY HIGHLIGHT

Nuances of regional growth

Region/State	1982 Pop. (Thous.)	% Change 1980–82	% Of U.S. Growth	
			1980–82	1970–80
NEW ENGLAND	**12,496.6**	**+ 1.2%**	**2.2%**	**2.2%**
Connecticut	3,134.1	+ 0.9	0.4	0.3
Maine	1,148.3	+ 2.1	0.3	0.6
Massachusetts	5,765.0	+ 0.5	0.4	0.2
New Hampshire	970.1	+ 5.4	0.7	0.8
Rhode Island	956.0	+ 0.9	0.1	N.A.
Vermont	523.1	+ 2.3	0.2	0.3
MIDEAST	**42,308.2**	**+ 0.5%**	**1.0%**	**N.A.**
Delaware	607.0	+ 2.0	0.2	0.2%
Dist. of Columbia	613.0	– 3.9	N.A.	N.A.
Maryland	4,278.1	+ 1.5	0.9	1.3
New Jersey	7,431.3	+ 0.9	1.0	0.3
New York	17,509.6	– 0.3	N.A.	N.A.
Pennsylvania	11,869.2	N.C.	[1]	0.3
GREAT LAKES	**41,929.9**	**+ 0.6%**	**3.8%**	**6.1%**
Illinois	11,489.5	+ 0.6	1.0	1.3
Indiana	5,544.1	+ 1.0	0.8	1.3
Michigan	9,261.2	N.C.	[1]	1.6
Ohio	10,838.3	+ 0.4	0.6	0.6
Wisconsin	4,796.8	+ 1.9	1.3	1.2
PLAINS	**17,507.0**	**+ 1.9%**	**4.8%**	**3.7%**
Iowa	2,943.7	+ 1.0	0.4	0.4
Kansas	2,415.1	+ 2.2	0.8	0.5
Minnesota	4,177.7	+ 2.5	1.5	1.2
Missouri	4,990.5	+ 1.5	1.1	1.0
Nebraska	1,600.4	+ 1.9	0.4	0.4
North Dakota	675.3	+ 3.5	0.3	0.2
South Dakota	704.3	+ 2.0	0.2	0.1
SOUTHEAST	**54,910.3**	**+ 4.3%**	**33.3%**	**38.0%**
Alabama	3,991.8	+ 2.6	1.5	1.9
Arkansas	2,343.7	+ 2.5	0.9	1.6
Florida	10,573.5	+ 8.6	12.3	12.7
Georgia	5,693.0	+ 4.2	3.4	3.8
Kentucky	3,750.3	+ 2.4	1.3	1.9
Louisiana	4,373.4	+ 4.0%	2.4%	2.4%
Mississippi	2,589.8	+ 2.7	1.0	1.3
North Carolina	6,073.8	+ 3.4	2.9	3.4
South Carolina	3,244.3	+ 4.0	1.8	2.3
Tennessee	4,747.5	+ 3.4	2.3	2.9
Virginia	5,541.7	+ 3.7	2.9	3.0
West Virginia	1,987.5	+ 1.9	0.6	0.9
SOUTHWEST	**22,849.7**	**+ 7.4%**	**23.2%**	**20.3%**
Arizona	2,973.0	+ 9.4	3.8	4.1
New Mexico	1,391.7	+ 7.1	1.3	1.3
Oklahoma	3,187.8	+ 5.4	2.4	2.0
Texas	15,297.2	+ 7.5	15.7	13.1
ROCKY MOUNTAIN	**7,001.4**	**+ 6.9%**	**6.6%**	**6.6%**
Colorado	3,099.4	+ 7.3	3.1	2.9
Idaho	993.9	+ 5.3	0.7	1.0
Montana	814.1	+ 3.5	0.4	0.4
Utah	1,580.0	+ 8.1	1.8	1.7
Wyoming	514.0	+ 9.2	0.6	0.6
FAR WEST	**34,295.2**	**+ 5.2%**	**25.0%**	**24.0%**
Alaska	454.0	+ 13.4	0.8	0.9
California	24,912.0	+ 5.3	18.3	15.9
Hawaii	1,011.0	+ 4.8	0.7	0.8
Nevada	887.3	+ 11.0	1.3	1.3
Oregon	2,719.0	+ 3.3	1.3	2.3
Washington	4,311.9	+ 4.4	2.7	3.1
U.S.	**233,298.3**	**+ 3.0%**	**100.0%**	**100.0%**

[1] Less than one-tenth of 1%.
N.A.—Not applicable because of population loss.
N.C.—No change.
Note: 1980–82 percent change is from Apr. 1, 1980, to Dec. 31, 1982. Details may not add to totals due to rounding.
Sources: *Sales & Marketing Management's 1983 Survey of Buying Power*; Census Bureau, *1980 Census U.S. Summary: Final Population and Housing Unit Counts*, PHC80-V-1.
© Sales & Marketing Management.

Exhibit 1

Schwinn Bicycle Co: Setting quotas with the BPI

Metro Area	BPI	BPI × Projected 1982 U.S. Sales (900,000 Units)	1981 Actual Sales	Difference (+ Or −)
Harrisburg, PA	.2159	1,943 units	2,003 units	− 60
Dayton, OH	.3677	3,309 units	2,640 units	+669

Schwinn uses *Survey* information to set quotas for the coming year and review sales performance. Using hypothetical numbers for the purpose of illustration, the table above shows how the BPI is multiplied by projected U.S. sales to determine whether dealers are reaching the prospective market potential. If quotas are far above actual sales, it's a signal that more dealerships are needed. Dayton, OH, in this example, is an underdeveloped market.

Exhibit 2

ABC-TV: Profiling younger markets

	% Of Total Population		% Of Age Of Hshld. Head	
Market	Under 55	55 & Older	Under 55	55 & Older
Des Moines	80.6%	19.4%	68.2%	31.8%
U.S. total	78.9	21.1	64.3	35.7

In a constant effort to expand their audience, marketers at ABC-TV analyze metros looking for areas that match their younger viewer profile. The above example compares the age breakdown in the Des Moines, IA, metro with the U.S. pattern. If a market's "below 55" percentage is higher than the U.S. figure, it is targeted as a prospect for ad sales and/or affiliate sales presentations.

Exhibit 3

Resort Graphics: Looking for middle-aged money

County	% Of Hshlds. Earning Above $50,000	% Of Population Age 35–49	Median Hshld. Income
Rockland, NY	15.2%	21.9%	$30,985
Marin, CA	18.2	22.4	30,814
Morris, NJ	17.1	21.2	32,158
Somerset, NJ	16.6	20.7	32,605

When targeting a specific market for a direct mail advertising campaign, Resort Graphics' David Segelstrom tries to profile the type of person who will be receiving the mailing. This helps him in outlining the eventual form ads will take. In this case, a list was compiled of the top five states with households earning more than $50,000. Next, the 13 counties within these states were selected where more than 15% of the households showed income above this line. Finally, an age factor was introduced that narrowed the list to just four counties.

With the recent proliferation of multi-channel cable systems, "switch-affiliates" (local stations that decide to change their network ties) are becoming an area of primary concern for the major broadcasters. Because of an attempt to draw a greater share of the local audience, or possibly due to an overcrowding situation on local cable networks, an increasing number of stations that are not owned and operated by the networks are considering a switch.

Targeting stations

Guralnick constantly needs up-to-date data on local markets for presentations to potential switch-affiliates. These stations and their viewing areas are selected through a process that uses *Survey* data on households, population by age group, and, to a lesser extent, total population. Guralnick uses the data to zero in on markets that conform to a standard ABC-TV demographic profile of the average viewer of the network's programs (see Exhibit 2, this page). The targeted stations are approached by the network in an attempt to bring them into the fold. Many independent stations, those without a specific network affiliation, are also sought as potential subscribers, completely or partially, to ABC-TV's roster. "What makes the *Survey* invaluable," Guralnick says, "is that it conforms very closely to the terminology of the media with its emphasis on households as the basic unit of measurement."

The *Survey* is also used by the sales department for projecting five-year profiles of advertising markets that are used in setting sales quotas and outlining expanding territories. Tables are prepared for use in presentations to potential advertisers showing the specific characteristics of their viewing area. Using statistics to illustrate the point often makes the difference between a yes or a no from a potential advertiser, Guralnick says. "When we show someone how they can increase the size of their audience relative to the competition, it's a great convincer," he says. "*Survey* data are perfectly suited to those kinds of comparisons."

Sales potential and distribution management

Currently, Piper Aircraft, Lock Haven, PA, is changing its distribution system away from using distributors exclusively to an equal split between distributors and direct selling. The move was partly prompted by an in-depth study of the personal aircraft marketplace performed by Bill Communications' Market Statistics division, which prepares the data that appear in the *Survey*.

Sue Godar, manager of marketing research at Piper, says that the buyer profile developed by Market Statistics for the company allows her to use the *Survey* as a companion piece when selecting potential markets. With the buyer profile serving as a standard measurement, she analyzes major metro markets as potential locations for dealerships.

If a market shows the necessary potential, further research is done to locate existing dealers who might be induced to handle Piper products. If the area has no dealers or distributors, a local base of operations is established that will allow Piper to introduce its products.

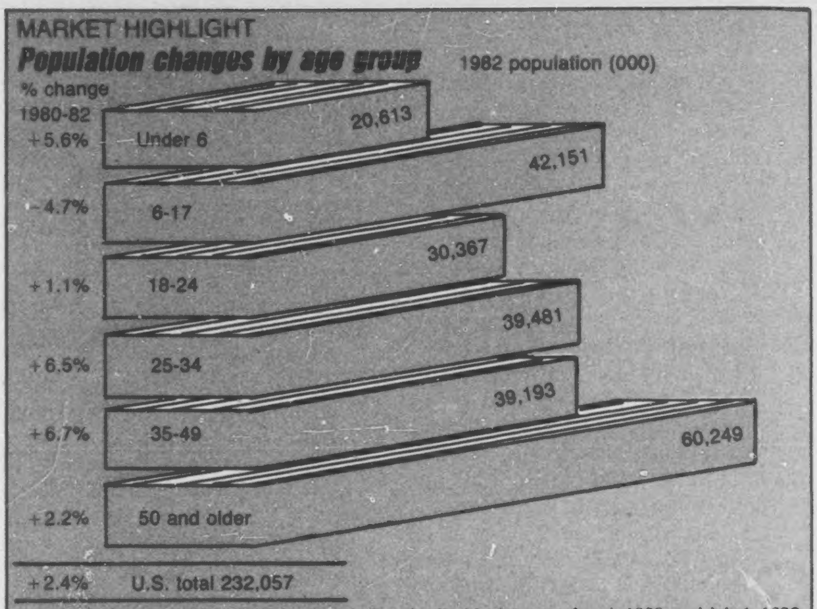
"With the combined information we have at our disposal," says Godar, "we've been able to concentrate our recruiting efforts more efficiently and cut out wasteful spending in our advertising programs by applying more coverage where it's needed."

Piper also uses the annual updates the *Survey* provides as a means of forecasting changes in market status.

"We use *Survey* information on age and income groups extensively when we put together our individual metro profiles. The corresponding BPI figure gives us a good idea of the percentage of sales we should expect in each market," Godar says.

MARKET HIGHLIGHT

Population changes by age group



Note: Details may not add to total due to rounding. Applicable dates are Apr. 1, 1980, and July 1, 1982. Source: Census Bureau, *Estimate of the Population of the U.S., by Age, Sex, and Race: 1980 to 1982*, Series P-25, No. 929. © Sales & Marketing Management.

Market selection and evaluation

Osborne Computer Corp.'s Monmouth, NJ, sales branch is chalking up considerable success with the Osborne 1, currently the largest selling portable computer on the market. This is due mostly to a direct selling program that keeps the company in close touch with its dealers, eliminating the cost and time factors involved with standard distributors, says Anne Babits, sales and marketing assistant.

In developing a dealer network for its 14-state East Coast market area, Osborne produces an annual demographic study of the market. Using *Survey*

SURVEY HIGHLIGHT

Recession's toll: Most income gains trail price rises

Metropolitan Market	CPI Increase 1981–82	EBI Per Household Increase 1981–82	Quality Index[1]
U.S.	**+ 6.1%**	**+ 6.0%**	**98**
NORTHEAST			
Boston	+ 4.1	+ 5.2	127
Buffalo	+ 3.7	+ 9.0	243
New York	+ 5.8	+ 2.8	48
Northeast Pennsylvania	+ 3.7	+10.0	270
Philadelphia	+ 4.9	+ 2.2	45
Pittsburgh	+ 5.7	+11.4	200
MIDWEST			
Chicago	+ 6.8	+ 2.9	43
Cincinnati	+ 7.9	+ 6.7	85
Cleveland	+ 7.8	+ 0.1	1
Detroit	+ 4.0	− 3.3	N.A.
Kansas City	+ 5.0	+ 1.8	36
Milwaukee	+ 5.8	+ 4.9	84
Minneapolis–St. Paul	+10.0	+12.5	125
St. Louis	+ 7.3	+ 4.8	66
SOUTH			
Atlanta	+ 6.4	+ 3.3	52
Baltimore	+ 4.5	+ 9.5	211
Dallas–Fort Worth	+ 5.8	+ 0.4	7
Houston	+ 7.0	+ 2.4	34
Miami	+ 6.9	+ 0.1	1
Washington, DC	+ 5.5	+ 0.5	9
WEST			
Anchorage	+ 5.5	+10.7	195
Denver-Boulder	+ 9.0	+ 5.9	66
Honolulu	+ 6.0	+11.7	195
Los Angeles–Long Beach	+ 6.0	+ 4.4	73
Portland, OR	+ 3.2	+ 5.1	159
San Diego	+ 6.8	+15.8	232
San Francisco–Oakland	+ 7.5	+ 1.9	25
Seattle-Everett	+ 6.5	+16.1	248

[1] Quality Index is computed by dividing the increase in EBI Per Household by the increase in the CPI. An index of 100 means income and prices rose at the same rate; a figure above 100 means that income rose faster than prices. N.A.—Not applicable because market had income loss.

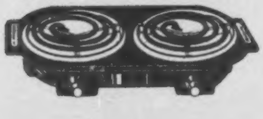
Note: CPI is the Consumer Price Index, EBI is Average Effective Buying Income Per Household.
Sources: *Sales & Marketing Management's 1983 Survey of Buying Power;* Bureau of Labor Statistics.
© Sales & Marketing Management.

"Take it from Mick, you can't pick a better premium than the Hamilton Beach Drinkmaster!"

The Hamilton Beach Drinkmaster makes the kind of good old-fashioned milkshakes you remember when you were a kid! It's the high quality milkshake machine that makes 'em thick and quick! Makes all kinds of other memorable drinks, too! No wonder it makes such a great premium! In the mail under $35. Model 727.

The Hamilton Beach Continuous Feed Food Processor. It does everything an ordinary food processor can do. And more. It features a continuous feed spout that lets you do the biggest jobs without stopping to empty the bowl! In the mail under $50. Model 738.

The Hamilton Beach Coffeemaker/Clock. This 2-12 cup automatic drip coffeemaker not only makes terrific coffee, it features a 24-hour clock/timer that has fresh, hot coffee ready any time day or night! In the mail under $35. Model 803.



The Double Burner Buffet Range. It has two heating elements: 550 and 1100 watts. Model 815.

The SilverStone® Iron. It's so sleek, so sensitive . . . it actually reduces friction. Model 754.

The Popaire II® Corn Popper. It pops with hot air—not hot oil. Model 511.

Hamilton Beach offers lots of other exciting premiums to pick from, too.

Call: 1-203-573-1199

HAMILTON BEACH | **Scovill**

Circle No. 115 on Reader Service Card

When it comes to new car selection, the signal is green for go.

WHEELS INC.
FLEET MANAGEMENT
GUIDELINES
NEW CAR SELECTION

Because now you can move ahead with Wheels' new guidelines to car selection for fleet managers. What to look for, what to avoid. The makes, the models, the alternatives, the upgrades. *"Fleet Management Guidelines for New Car Selection"* is one example of Wheels' on-going service to fleet managers—services which include studies on Vehicle Replacement Cycling, our Maintenance Assistance Plan, and our special reports called Fleet Analysis and Cost Trends (F.A.C.T.). All from Wheels. And all directed to one goal: helping you manage your fleet more efficiently than ever before. Send for your free copy of "New Car Selection" today. It points the way to go for fleet managers who move with the times.

WHEELS inc.

Business moves better with Wheels
6200 N. Western Ave., Chicago, IL 60659

Since 1939
312-465-8600
Dept. S7

Send me your booklet "Fleet Management Guidelines for New Car Selection"

We operate #______Cars #______Trucks

☐ Leased ☐ Co. Owned ☐ Salesmen Owned

Name________________ Phone (____)______

Company____________ Address____________

City____________ State________ Zip______

MARKET HIGHLIGHT

Poverty: Even the Sunbelt has its share

Rank 1979	Rank 1969	City	% Of Population Below Poverty Level 1979	% Of Population Below Poverty Level 1969
1	10	Newark, NJ	32.8%	22.5%
2	20	Atlanta	27.5	20.4
3	1	New Orleans	26.4	26.8
4	45	Hartford, CT	25.2	17.0
4	47	Paterson, NJ	25.2	16.6
6	17	Miami	24.5	20.6
7	38	New Haven, CT	23.2	17.5
8	30	Baltimore, MD	22.9	18.4
9	8	Macon, GA	22.4	23.0
10	2	Savannah, GA	22.3	26.5
11	41	Cleveland, OH	22.1	17.3
12	8	Birmingham, AL	22.0	33.0
13	58	Detroit	21.9	14.9
14	15	Memphis	21.8	20.8
14	21	St. Louis	21.8	20.3
16	12	Waco, TX	21.6	22.0
17	16	El Paso, TX	21.2	20.7
17	82	Jersey City, NJ	21.2	13.7
19	25	Berkeley, CA	21.0	19.4
20	4	Columbia, SC	20.9	24.6
20	13	San Antonio, TX	20.9	21.8
22	65	Dayton, OH	20.8	14.2
23	55	Buffalo, NY	20.7	15.2
23	21	Norfolk, VA	20.7	20.3
25	52	Philadelphia	20.6	15.4

Note: For cities with a 1980 population of 100,000 or more.
Source: Census Bureau, unpublished ranking.
© Sales & Marketing Management.

SURVEY HIGHLIGHT

Two views on the growth leaders

Based on percentage growth rates, Alaska leads the pack . . .

State	% Growth 1980–82
Alaska	13.4%
Nevada	11.0
Arizona	9.4
Wyoming	9.2
Florida	8.6
Utah	8.1
Texas	7.5
Colorado	7.3
New Mexico	7.1
Oklahoma	5.4
New Hampshire	5.4

. . . but based on population increase, California sets the pace

State	Numerical Increase 1980-82
California	1,243,400
Texas	1,068,800
Florida	883,500
Arizona	255,100
Georgia	228,700
Colorado	210,600
North Carolina	199,400
Virginia	195,400
Washington	181,700
Louisiana	169,400

Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*
© Sales & Marketing Management.

data in conjunction with recent sales statistics, Babits works up a series of profiles for each metro market and county. Additional information, such as the number of existing dealerships in an area and projected sales for the upcoming year, are fed into (what else?) an Osborne computer to generate specific printouts on individual markets. Babits says that the system, inaugurated last year, is highly successful in locating dealerships that give it maximum coverage while eliminating wasteful spending. Regular updates of the market profiles, based on *Survey* data on income, median age, number of households, etc., show whether an area will support another dealership, or whether an existing dealer should be phased out because of changes in the market. In addition, says Babits, *Survey* information is the basis for reports the company sends to its dealers.

"We recommend the *Survey*

Riddle:

What has 5,500,000 circulation and 178 editions?

answer: The American Catholic newspaper press. 159 separate (mostly weekly) newspapers in the U.S. and another 19 in Canada. Most in major market areas, forming a network of newspapers which can't otherwise be duplicated . . . available at very reasonable cost, with enthusiastic, faithful readership. Largest religious group in America: 51 million +. A new and maybe untried market for your client's advertising. Let us tell you more about it. For your FREE copy of the 136-page 1983 Catholic Press Directory, with rates and data for all Catholic newspapers in the United States and Canada, phone (516) 766-3400 during business hours or write on your company letterhead to:

Catholic Press Association
119 North Park Avenue, Suite 400, Rockville Centre, NY 11570

Circle No. 109 on Reader Service Card

to our dealers often," she says. "It's very useful to them in defining their individual markets."

Market evaluation and targeting

In advertising planning, targeting the audience is all important. It often spells the difference between success and failure. For David Segelstrom, the owner of Resort Graphics, a design company in Tahoe City, CA, that specializes in direct mail and print campaigns, the most important thing is to know your audience.

"You have to know not only who your primary audience is," Segelstrom says, "but also your secondary audience, so that you don't eliminate potential customers. Otherwise, you are simply taking a shot in the dark."

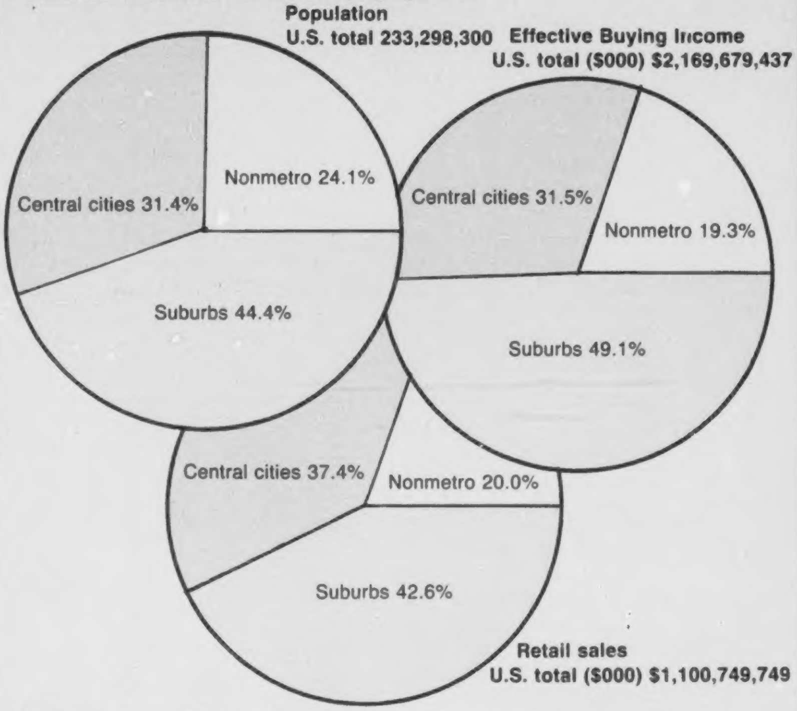
Once he targets his audience, Segelstrom tries to find out all he can about them, such as income and average age. Segelstrom says that the *Survey* is "simplicity itself" in terms of an easily understood and concise source of the needed information.

When designing a direct mail campaign targeted at a specific market segment, the first thing Segelstrom does is to go to the *Survey* to search for the characteristics that conform to the market segment profile outlined by the client. Then he locates the corresponding geographic areas that match the profile (see Exhibit 3, page A-9).

Says Segelstrom: "My philosophy is, if the information is there, why not use it? For me, the *Survey* is the first place I go to when I need to define a market."

SURVEY HIGHLIGHT

Suburban markets: Where the payoff is



Note: Suburbs total derived by deducting central cities total from metro area total. Central cities used here are only those that appear in the names of metro areas. Details may not add to 100% due to rounding.
Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*

© Sales & Marketing Management.

SURVEY HIGHLIGHT

Top 25 metropolitan markets: Atlanta up, Dallas down

Rank		Metropolitan Market	Population (Thous.)		% Change
1982	1981[1]		1982	1981[2]	1981–82
1	1	New York*	8,118.3	8,153.3	−0.4%
2	2	Los Angeles–Long Beach	7,642.9	7.558.1	+1.1
3	3	Chicago*	6,029.1	6,053.5	−0.4
4	4	Philadelphia	4,685.9	4,698.1	−0.3
5	5	Detroit*	4,419.8	4,466.3	−1.0
6	6	Boston	3,656.5	3,659.2	−0.1
7	8	Washington, DC*	3,316.1	3,285.0	+0.9
8	10	Houston*	3,028.0	2,890.9	+4.7
9	11	Nassau-Suffolk	2,637.4	2,615.3	+0.8
10	16	Atlanta*	2,262.4	2,221.7	+1.8
11	14	Baltimore*	2,223.8	2,219.7	+0.2
12	15	Minneapolis–St. Paul*	2,193.6	2,171.0	+1.0
13	13	Pittsburgh*	2,181.9	2,196.2	−0.7
14	9[3]	Dallas	2,090.8	2,055.3	+1.7
15	17	Anaheim–Santa Ana	2,089.6	2,025.5	+3.2%
16	18	San Diego	1,996.4	1,955.9	+2.1
17	19	Newark, NJ*	1,864.6	1,867.2	−0.1
18	20	Cleveland	1,852.6	1,870.3	−0.9
19	7[4]	Oakland, CA	1,813.5	1,789.0	+1.4
20	12	St. Louis*	1,809.6	1,733.4	+4.4
21	21	Miami-Hialeah	1,768.0	1,751.2	+1.0
22	23	Tampa–St. Petersburg–Clearwater*	1,742.9	1,702.8	+2.4
23	24	Riverside–San Bernardino	1,705.5	1,644.9	+3.7
24	25	Seattle	1,656.1	1,644.3	+0.7
25	26	Phoenix	1,652.8	1,618.2	+2.1
		Total	**74,438.1**	**73,846.3**	**+0.8%**

*Indicates change in metro area component counties.

[1] Based on population of revised metro definition.

[2] County components of individual metro markets were revised in line with current definition so as to produce comparable totals.

[3] Formerly part of Dallas–Fort Worth Market.

[4] Split off from San Francisco–Oakland market.

Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*

© Sales & Marketing Management.

Why Newsweek Co-operates.

Newsweek
THE UNITED STATES
PRODUCT INSIDE

Helping you build your business is our business. And when it comes to creating more effective ways to deliver sales messages and make cash flow, we've got just the plan—the Newsweek Retail Network.

The Newsweek Retail Network is a new, specially-priced, highly competitive marketing program that offers a sales tool for you, an exciting promotional opportunity for retailers and a shopping guide for consumers—retail/co-op advertising in Newsweek magazine.

Many manufacturers and retailers with wide-ranging distribution have long recognized Newsweek's effectiveness in reaching top retail sales prospects. Now, by using the Newsweek Retail Network's flexible market plan, you can localize advertising in 41 top retail/metro markets and 50 states and take advantage of special lower rates—up to 30% off individual market rates—that are highly competitive with newspapers and city magazines.

Newsweek Retail Network advertising combines the best of newspaper co-op and magazine display advertising: quick market coverage and fast close *plus* the excellent reproduction, the upscale audience, the impact and prestige of advertising in Newsweek, which no local publication can match.

And you reach top retail sales prospects, too. Compare the Newsweek reader to the average newspaper reader in metro/central cities and suburbs: Newsweek readers are more likely to be younger, better educated, hold professional/managerial jobs and have a higher household income than the newspaper readers. And they have the buying power that goes along with it. The simple fact: Newsweek pinpoints upscale consumers in *your* local markets and Retail Network advertising points them directly to *your* retailers for *your* products.

We'd like to co-operate with you. Let us help you design the program that best meets *your* sales and marketing plans and put it to work. Because, with the Newsweek Retail Network, helping you sell more effectively and making cash flow is *our* plan.

For more information, send in the coupon below, contact Jim Woody, Retail/Co-op Advertising Manager, Suite 7948, 200 East Randolph Drive, Chicago, Illinois 60601, (312) 861-1180, or your local Newsweek sales representative.

THE NEWSWEEK RETAIL NETWORK MAKES CASH FLOW.

Please let me know how the Newsweek Retail Network can work for me.

Name ______________________ Title ______________________

Company ______________________ Product ______________________

Address ______________________

City ______________________ State ____________ Zip ____________

Phone ______________________

Send to: Jim Woody, Retail/Co-op Advertising Manager, Newsweek, Suite 7948,
200 East Randolph Drive, Chicago, Illinois 60601.

Circle No. 121 on Reader Service Card

What's behind the revisions of metropolitan market definitions

Here's a helpful explanation of the new concepts and criteria that led to last month's sweeping changes in the government's metro area definitions. Also, a primer on MSA, PMSA, and CMSA. Did Fort Worth choose wisely?

By EDWARD J. SPAR
President
Market Statistics

On June 27, the Office of Management and Budget released the long-awaited list of metropolitan areas that represented, first, the culmination of six years of work by the interagency Federal Committee on Standard Metropolitan Statistical Areas, and, second, the results of the 1980 Census of Population. The new list reflects a complete revision of the criteria for designating metropolitan areas as well as new concepts for titling and classifying such areas.

Marketers who use metropolitan markets as the basis for local market sales planning should familiarize themselves with the new criteria and concepts in order to have a better understanding of the differences between the 314 metro areas that appear in *Sales & Marketing Management's 1983 Survey of Buying Power* and those of previous *Surveys*. Although some new areas will be named through the balance of the 1980s, especially where cities reach 50,000 population, the 314 metro areas shown in this *Survey* will represent the bulk of such markets until the next decennial census.

Among the new qualifying criteria the federal committee devised, the most important one is a shift in emphasis from central city to degree of urbanization. As for concepts, the committee replaced the familiar Standard Metropolitan Statistical Area (SMSA) title with a trio of categories—Metropolitan Statistical Area (MSA), Primary Metropolitan Statistical Area (PMSA), and Consolidated Metropolitan Statistical Area (CMSA).

In brief, the old SMSA is now an MSA. If an area has more than 1 million population and meets certain other requirements, it's called a CSMA, which consists of major components called PMSAs. In the interests of simplicity and consistency, the *Survey* used both MSAs and PMSAs in compiling its list of 314 metro areas, without indicating the particular category into which an individual metro area falls. However, the list of CSMAs on page A-22 indicates the pertinent PMSAs for each such area.

Under the new rules, the population size requirements for qualification as a metropolitan area are as follows:

1. Each metropolitan statistical area must include a city which, with contiguous, densely settled territory, constitutes a Census Bureau–defined urbanized area with at least 50,000 population.
2. If a metro area's largest city has less than 50,000 population, the area must have a total population of at least 100,000.

This is the most significant change because the new metro

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

How to motivate your sales force in a difficult economy

by Irving Chernow, President
Van Heusen Corporate Markets Company

Recession. Slowdown. Downturn. Slump.

Whatever you call it, today's economy demands that you maintain, if not actually increase, your market share.

At the same time, promotional budgets are tight, requiring maximum return on the money you do have.

This is no time to experiment with hit-or-miss programs. Or worse, do nothing.

What can you do?

Implement a low cost, tested, *proven* incentive program: Van Heusen's *Reach for the Stars*.

Why Van Heusen?

Simple. Everyone needs clothing. Van Heusen fulfills this basic need for both men and women. And the remembrance value of apparel incentives remains high long after the program has ended.

What's more, with our "plateau" levels of awards, on an ascending scale from as low as $3 to $399, you motivate even your less productive employees—not just the small percentage of top performers who are already self-motivated.

When you consider that 80% of any sales force falls into the less productive category, increasing their productivity should be a prime objective.

As easy as it is effective.

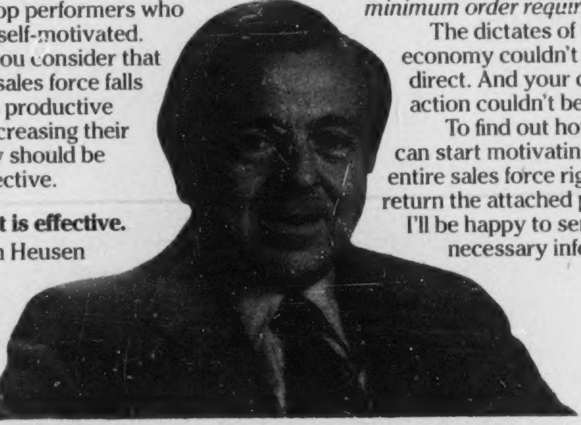
The Van Heusen program is the *most easily administered of any incentive program* available today.

Your award winners do the ordering. We do the fulfillment. You needn't bother with inventories or paperwork.

And most important: you have *no financial commitment* and *no minimum order requirement.*

The dictates of today's economy couldn't be more direct. And your course of action couldn't be clearer.

To find out how you can start motivating your entire sales force right away, return the attached postcard. I'll be happy to send all the necessary information.



Irving Chernow

The Van Heusen Corporate Markets Company, 1290 Avenue of the Americas, New York, N.Y. 10104
1-800-233-0303, Monday through Friday, 10:00a.m. to 4:00p.m. Eastern Standard Time. In N.Y., call 212-541-5200.

Circle No. 130 on Reader Service Card

area concept puts more emphasis on urbanization than on a large central city. Indeed, there is no longer any size requirement. The committee felt urbanized areas provide a more consistent basis for identifying population concentrations compared to the previously used incorporated cities. Thus many people who live in or near a small town can be considered part of an urban area.

To illustrate: Benton Harbor, MI, had a 1980 Census population of 14,707 in an urbanized area of 60,639 people. Since Benton Harbor is in Berrien County, which had a population of 171,276, it qualified as a metro area.

In designating which counties are part of a metro area, the committee first defined the central core counties in order to determine the area into which commuting from outlying counties is measured. Next, the outlying counties are defined according to criteria that determine which counties meet certain levels of commuting.

When combined with population density criteria, the procedure limits the outlying counties to those considered "of metropolitan character." This eliminates rural or sparsely settled counties that may have heavy commuting.

A second basic change concerns the treatment of central cities. First, the metro area's largest city becomes a central city. Then, based upon population size, employment/residence ratios, and outcommuting vs. resident-employed worker ratios, the balance of the central cities is determined.

What is very important here is that the new method allows for many smaller cities to be recognized as central cities because they have central city characteristics, even though their populations are smaller than that of the main city.

Examples of newly named central cities that do not appear in metro area titles: Marietta, GA (1980 population: 30,829), in the Atlanta metro area; Slidell, LA (26,718), in the New Orleans metro area; Pekin, IL (33,967), in the Peo-

Merged metro areas

Six metropolitan markets absorbed seven other markets in the latest revisions. They are:

MICHIGAN

Saginaw–Bay City–Midland includes the former Bay City market

NORTH CAROLINA

Charlotte–Gastonia–Rock Hill, NC-SC, includes former Salisbury-Concord, NC, and Rock Hill, SC, markets

OHIO

Columbus includes former Newark market

Dayton-Springfield includes major portion of former Springfield market

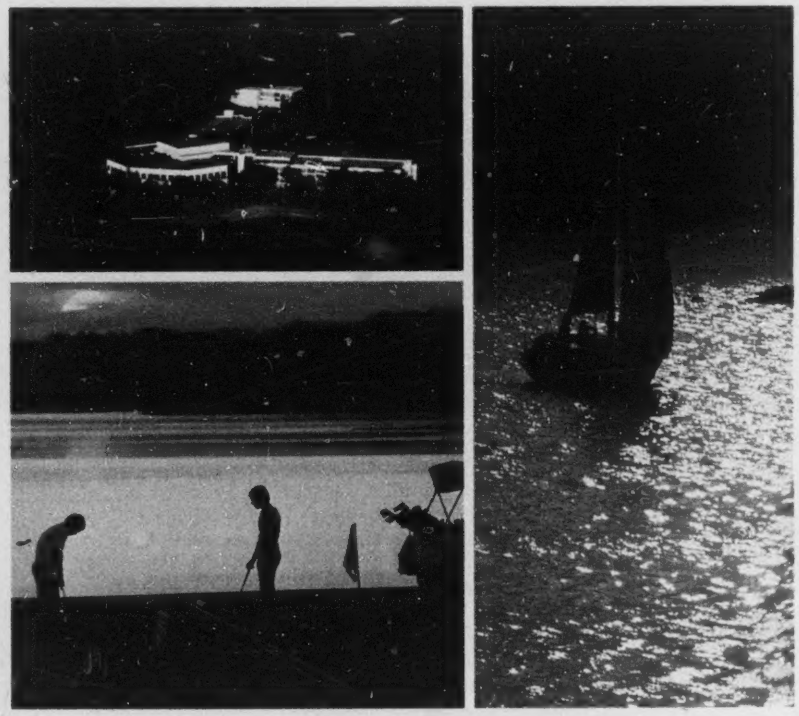
SOUTH CAROLINA

See Charlotte–Gastonia–Rock Hill, under North Carolina.

VIRGINIA

Norfolk–Virginia Beach–Newport News includes former Newport News–Hampton market

Richmond-Petersburg includes former Petersburg–Colonial Heights–Hopewell market

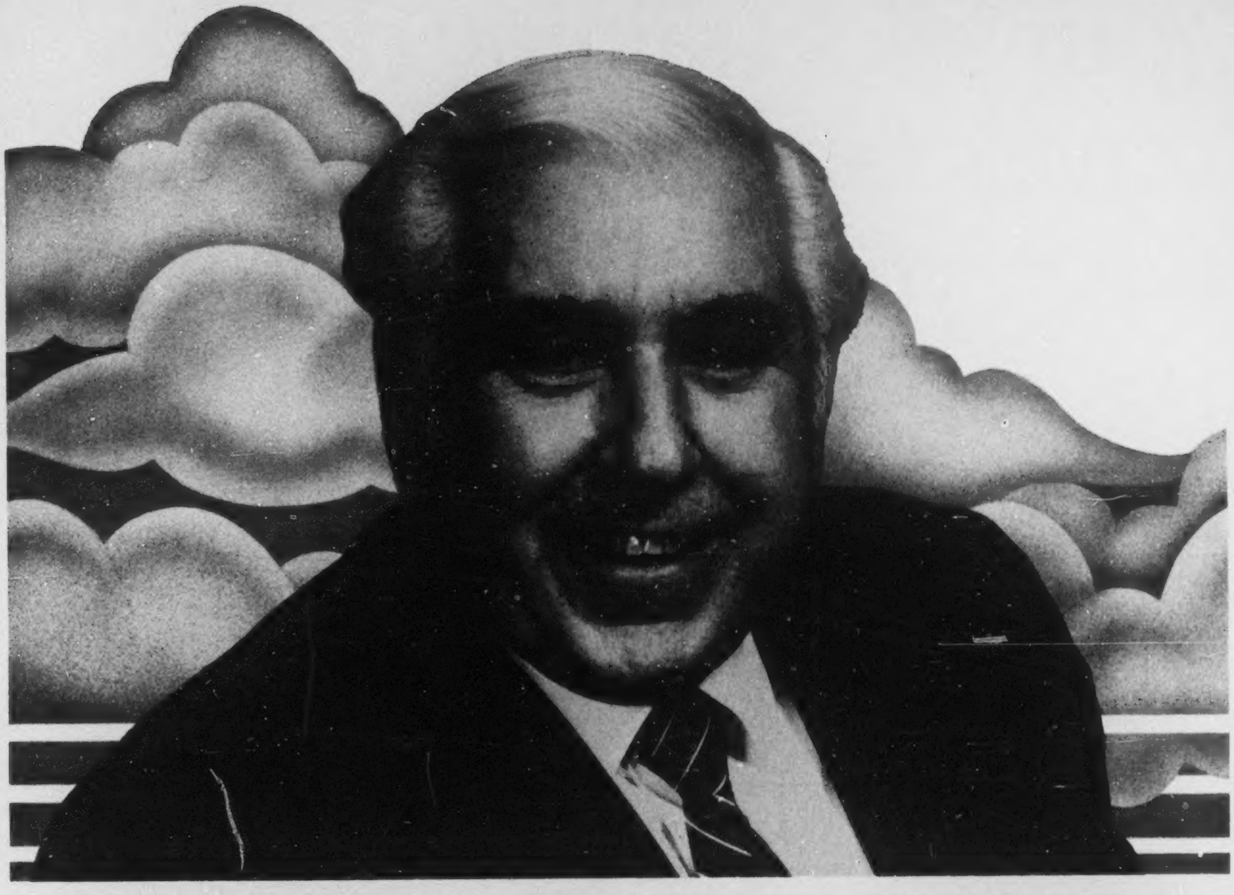


Meet in Atlanta's Playground.

Work and play in a setting of incredible beauty on Lake Lanier, just 45 minutes north of Atlanta. Enjoy pro-caliber golf, tennis, boating, swimming and fishing. 24 meeting rooms accommodate groups of 10 to 500. Or meet by the lakeside. On a cookout. Or a private houseboat. PineIsle is sporting a bright new look everywhere. Including our 250 guest rooms, elegant restaurants and lounges. For details, call or write: PineIsle,® A Stouffer Resort. P.O. Drawer 545.
Buford, Georgia 30518.
404/945-8921.

PineIsle®
A Stouffer Resort

Circle No. 125 on Reader Service Card



"AIRLINES SHOULD DO MORE THAN TAKE YOU FOR A RIDE."

Donald Rhoads
President, Jet America

"Every day at Jet America we get letters from people who are amazed at the quality of service they get on our airline.

"I write back and tell them that the major airlines have really made our job easy. We simply treat our passengers as guests.

"At Jet America, you're a person, not a load factor. And our people will do everything possible to make your flight comfortable, enjoyable and hassle free.

"From a choice of entrees in coach on most flights and gourmet service in first class, to our convenient departure times and non-stop flights, we do everything with you in mind. We even pass out hot towels to refresh you before landing.

"So, the next time you're going where we fly—Chicago, Dallas/Ft. Worth, St. Louis and Los Angeles' hassle free close-in Long Beach Airport—come fly the airline that does a lot more than take you for a ride.

"Jet America."

JETAMERICA

For reservations, call your Travel Agent or Jet America at (213) 595-0555, (714) 752-4933 or (800) 421-7574 outside California.

Circle No. 117 on Reader Service Card

© COPYRIGHT 1983 JET AMERICA

Your sales training dollar travels farther when your salespeople travel less.

SalesTrak™ computer-based training lets you train your salespeople in their territories, on time, on target, on budget.

Now you can bring your entire sales force to the same skill level with individualized, uniform training you control.

Imagine a sales training program that enables you to: cut or eliminate travel and hotel expenses; keep closer control over course content and trainee progress; assure the quality and consistency of your training in widely scattered locations; and develop specific programs to substantially increase the productivity of your sales force.

That's a lot to ask of any training program. But SalesTrak is a flexible, modular program with a lot to offer.

PLATO brings training to people

The PLATO system delivers SalesTrak through Control Data Business Centers across the country. So sales representatives of different skill levels at widely scattered locations can benefit from the same high quality training without extensive travel and lodging costs and without extended time away from the job. Best of all—you maintain control.

With SalesTrak, you can follow the progress of each salesperson and provide assistance as needed. You can make changes in program content and efficiently distribute the information to all locations. And you can acquire solid documentation to certify the competency of each salesperson. Particularly when your sales managers use the Sales Manager and Student Guides to direct the individual reps through a series of in-territory exercises which incorporate what they've learned into their daily job.

Self-paced, individualized training

SalesTrak is unique. There is no other sales training program like it.

Only SalesTrak combines (1) the self-paced, individualized instruction of PLATO® computer-based training; (2) the ability to use Control Data Business Centers to train your sales people in their territories; and (3) a curriculum that lets you select the courses that best meet the needs of your sales force.

Each individual course can be used separately or plugged into your existing program (with or without customized options) to reinforce the development of basic or advanced selling skills. SalesTrak allows you to choose the type and extent of training needed. Here is a brief description of two of the courses in the SalesTrak offering:

Selling: The Psychological Approach...a course for beginners and seasoned veterans alike. Reps will study how to be sensitive to their prospects' personalities. Specifically, they will learn how to analyze and devise a strategy for the tough selling situations...how to listen, how to interpret and how to apply the principles of psychological selling.

The Strategic Process...is the first course in a curriculum packed with the techniques and strategies salespeople must develop to effectively close more sales. This course introduces sales reps to a strategic eight-step process for handling multi-call sales. Salespeople study how to qualify a prospect, educate and develop interest, define needs, demonstrate benefits and close a sale. The curriculum contains three additional courses that build upon these concepts: Time & Territory Management, Account Control and Executive Selling.

Get the facts that can get you started

Today, you have to develop the full potential of everyone on your staff—from salespeople to managers— if you want to offset rising costs, dwindling productivity and build a solid base for future growth. That's why SalesTrak can be so important to you.

For complete information about this more cost-effective, more productive approach to decentralized sales training with centralized control, call toll free 800-328-1109. In Minnesota or Alaska call collect 612-853-7518. Or write: PLATO Inquiry, Control Data, Dept. HQA021-17, P.O. Box 0, Minneapolis, MN 55440.

PLATO
COMPUTER-BASED TRAINING

CONTROL DATA

Circle No. 110 on Reader Service Card

ria metro area, and White Plains, NY (46,999), in the New York, NY, metro area.

There are a lot of additional central cities. However, a closer look at the titles reveals that things haven't changed much. In other words, it's now easier to become a central city than to get into a metro area name.

For example, here's why White Plains is not in the New York, NY, metro name. The criteria for MSA titles allow a maximum of three names, and there are strict rules on size for qualifying names.

All MSA titles have the name of the largest city. Other central cities will be in an area name if the population is at least 250,000 or at least 100,000 people work within its corporate limits. Finally, other cities will be part of the title provided each is at least one-third as large as the biggest central city.

S&MM's Survey shows data for all central cities, which are highlighted with a bullet before their names.

No county names are part of MSA titles, which is a nice way to standardize the metro area names. Unfortunately, this is not the case with the PMSAs.

Another new concept classifies metro areas according to size. The four population size categories:

Level A—Metropolitan Statistical Areas (MSA) of 1 million or more population.

Level B—MSAs of 250,000 to 999,999.

Level C—MSAs of 100,000 to 249,999.

Level D—MSAs under 100,000.

It should be noted that, despite the similar lettering, these levels have nothing to do with the familiar A, B, C, and D county classifications used by A.C. Nielsen Co. The Nielsen criteria are totally different from the federal committee's.

The concept of PMSAs stemmed from the committee's concern as to whether a subsidiary level of metro areas should be created within the Level A metro areas. The criteria used to establish these areas are different from those used originally to create MSAs. Here, the committee looked for areas of strong local cohesion as determined by a county meeting three requirements:

1. At least 100,000 population.
2. Population at least 60% urban.
3. Less than 50% of resident workers commuting to jobs outside the county.

Equally important, there had to be a desire on the part of local opinion for designation as a separate area. These subareas do not have to have a central city to qualify, as witness the county names that appear in certain PMSA titles. Examples: Lake County, IL;

SURVEY HIGHLIGHT

New consolidated metropolitan statistical areas

Rank	Consolidated Area	1982 Pop. (Thous.)
19	**Buffalo–Niagara Falls** Metro Areas: Buffalo, Niagara Falls, NY	1,221.6
3	**Chicago-Gary-Lake County** Metro Areas: Aurora-Elgin, IL; Chicago; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL	7,956.8
15	**Cincinnati-Hamilton** Metro Areas: Cincinnati, Hamilton-Middletown, OH	1,674.0
10	**Cleveland-Akron-Lorain** Metro Areas: Akron, Cleveland, Lorain-Elyria, OH	2,786.2
8	**Dallas–Fort Worth** Metro Areas: Dallas, Fort Worth–Arlington, TX	3,130.6
14	**Denver-Boulder** Metro Areas: Boulder-Longmont, Denver, CO	1,741.8
6	**Detroit–Ann Arbor** Metro Areas: Ann Arbor, Detroit, MI	4,690.1
7	**Houston-Galveston-Brazoria County** Metro Areas: Brazoria County, Galveston–Texas City, Houston, TX	3,424.3
17	**Kansas City–Kansas City** Metro Areas: Kansas City, KS; Kansas City, MO	1,448.4
2	**Los Angeles-Anaheim-Riverside** Metro Areas: Anaheim–Santa Ana, Los Angeles–Long Beach, Oxnard-Ventura, Riverside–San Bernardino, CA	12,016.1
9	**Miami–Fort Lauderdale** Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL	2,875.6
16	**Milwaukee-Racine** Metro Areas: Milwaukee, Racine, WI	1,575.8
1	**New York-Northern New Jersey-Long Island** Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY	17,323.5
4	**Philadelphia-Wilmington-Trenton** Metro Areas: Philadelphia, PA; Trenton, Vineland-Millville-Bridgeton, NJ; Wilmington, DE	5,659.7
11	**Pittsburgh–Beaver Valley** Metro Areas: Beaver County, Pittsburgh, PA	2,385.0
18	**Portland-Vancouver** Metro Areas: Portland, OR; Vancouver, WA	1,341.1
12	**St. Louis-East St. Louis-Alton** Metro Areas: Alton–Granite City, East St. Louis–Belleville, IL; St. Louis, MO	2,372.1
5	**San Francisco-Oakland-San Jose** Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa–Petaluma, Vallejo-Fairfield-Napa, CA	5,585.8
13	**Seattle-Tacoma** Metro Areas: Seattle, Tacoma, WA	2,163.9

Note: According to the federal government's revised criteria, 'If an area has more than 1 million population and meets certain other specified requirements, it will be termed a 'Consolidated Metropolitan Statistical Area' (CMSA), consisting of major components recognized as 'Primary Metropolitan Statistical Areas' (PMSA).''

Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*

©Sales & Marketing Management.

Play to win!

When the name of the game is MARKETING, there's no limit to how far you can go with AMA's marketing courses behind you!

Our broad range of practical seminars covers marketing from *every angle* and meets the needs of marketers at *every level.* From green beginners to middle-level professionals to top executives with the toughest responsibilities, there's an AMA course tailored to help you achieve corporate — and personal — goals faster.

And all of AMA's marketing seminars are conducted by respected leaders in the field. Men and women who bring a knowledge of on-line responsibilities and on-the-job experience to every course meeting.

AMA's traditional commitment to providing outstanding management education is reflected by the fact that over 95% of our registrants rate the seminars they've attended as "excellent" or "very good."

Take a close look at several of the career-building courses available from AMA...

Turns new managers into marketing pros!
FUNDAMENTALS OF MARKETING — MODERN CONCEPTS AND PRACTICES (Meeting No. 5512A5A)

Cash in on a wealth of marketing know-how specially formulated to help those starting out in the field succeed on the job.

In just one week, you'll master the skills necessary to move ahead fast. Find out how to gauge the marketing environment, determine the best market mix, see what market research can — and cannot — do, understand demand analysis and segmentation, formulate product and pricing strategies, master techniques for effective selling and sales management, use marketing communications and advertising dollars more productively, and take a close look at the new marketing techniques that will be playing a big role in the future.

Take the guesswork out of planning!
MARKETING PLANNING (Meeting No. 5504A5A)

When you're aiming to be No. 1, there's no room for second guesses. Your marketing plan has to be accurate and on target. In this intensive 4-day meeting, you'll learn how to develop accurate strategies that fit your organization's needs now — and 5 to 10 years from now!

Zero in on all the key points necessary to achieve a solid marketing position: Developing a situation analysis, using market research to pinpoint customers' buying habits and needs, establishing attainable objectives, putting plans into action, budgets and controls, contingency planning, and communicating and coordinating the entire planning package.

New ideas for energizing your marketing efforts!
MARKETING STRATEGIES FOR MIDDLE MANAGEMENT (Meeting No. 5550A5A)

This 4½-day seminar gives experienced marketing pros the most comprehensive, business-building techniques available anywhere.

Learn how to formulate an unbeatable strategy using all the tools available to marketing management... execute and manage the marketing plan... use financing to make more effective marketing decisions... profit from proven ways to promote, distribute and launch new products... and even put new life into a mature product line.

For leaders with top-level responsibilities
THE EXECUTIVE COURSE IN MARKETING MANAGEMENT
(Meeting No. 5573A5A)

Explore in-depth, up-to-date techniques designed to pay off for your entire organization. You'll gain new insights into how to improve organizing and planning... manage money and manpower most productively... develop aggressive managers... and put your plans into action without a hitch.

Among the key topics covered are marketing in a survival/turnaround economy; situation analysis; staff motivation; the role of market research; how to make a bigger impact with advertising, promotion, PR, and packaging; handling legal considerations; product and pricing strategies; and financial controls and accountability. You'll also learn how to spot new marketing opportunities — and get to them before the competition gets there first! An essential course for chief marketing executives, including Vice Presidents and Directors of Marketing, General Sales Managers, Presidents and Executive Vice Presidents.

Send for AMA's all-new Course Book for Sales & Marketing Executives — It's FREE!

It's filled with dozens of practical courses on every aspect of marketing. Move ahead faster in your career — send for your personal copy today!

For information about these courses, use the Reader Service Card in this issue of *Sales & Marketing Management.* Or call AMA's Registrar directly at (518) 891-1500. Be sure to ask for your FREE COPY of *AMA's Course Book for Sales and Marketing Executives.*

AMA

American Management Associations
135 West 50th Street, New York, NY 10020

Circle No. 106 on Reader Service Card.

Beaver County, PA, and Orange County, NY.

Considering that the designated PMSAs are part of the larger CSMAs, I question the use of "primary." "Secondary" would seem more appropriate. Perhaps the committee felt that "primary" would sell better.

For the most part, the PMSAs have the effect of putting a "P" in front of MSAs that used to be SMSAs prior to the 1980 Census. However, there are some dramatic additions and changes.

Sixteen new metro areas were created as a result of the PMSA concept (see table on page A-28). Also, three counties were carved from the Chicago metro area, causing a population loss of 1,090,000. The New York, NY, metro area suffered likewise when Bergen County, NJ, was moved over to the former Paterson-Clifton-Passaic metro area, reducing the New York metropolis by 834,300.

No one can out-ferret us.

Top sales, sales management and marketing talent is hard to find. But, because we search with great diligence, because we work harder, we find the talent you're looking for.

Sales Consultants is the nation's largest sales and sales management recruiting firm with over 500 specialists in 100 offices across the country. They'll refer only the most qualified candidates for your review and final selection. Then, help you hire the candidate you want.

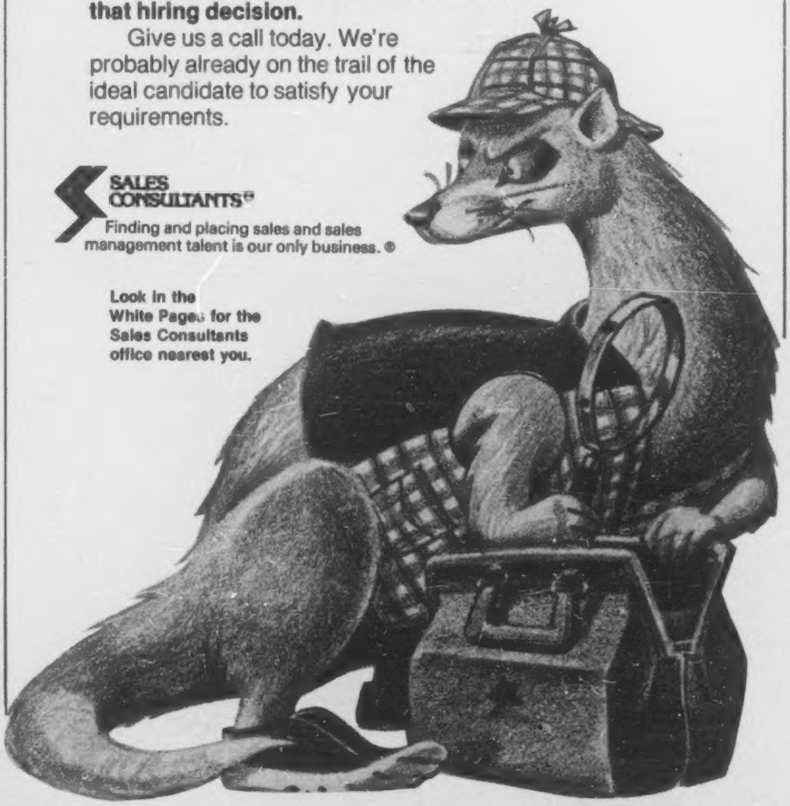
And, you pay no fee until you make that hiring decision.

Give us a call today. We're probably already on the trail of the ideal candidate to satisfy your requirements.

SALES CONSULTANTS®

Finding and placing sales and sales management talent is our only business.®

Look in the White Pages for the Sales Consultants office nearest you.



Some of these shifts have the positive effect of highlighting more effectively the importance of suburban markets. Most of the other changes are not as dramatic.

In fact, since only a handful of new areas were created, and most of the 314 areas had little change, the *Survey* ignores the distinction between PMSAs and MSAs. This way, the metro ranking tables in Section B and the metro area listings in Section C will have greater consistency with previous *Surveys*.

However, the *Survey* user should look closely at the makeup of individual metros since many areas have new county and central city designations.

Although of little value to marketers, Consolidated Metropolitan Statistical Areas (CSMAs) were constructed by the committee, using Level A PMSAs as components. These extensive areas have always been too large for such marketing purposes as sales territory development or quota allocations. Furthermore, the broadcast media already have their ADIs, DMAs, and radio metros.

Therefore, the *Survey*, as in the past, shows only summary data for such entities in Section C. They are not included in the Section B ranking tables because their size would yield a useless set of ranks when compared to MSAs and PMSAs.

In addition to setting new standards, the federal committee made room for special treatment of certain areas. One significant example provides for "grandfathering" areas that don't wish to change. For example, because Nassau-Suffolk was already there on Jan. 1, 1980, it was not merged into the New York, NY, metro area.

Deferring to local wishes

Local opinion was also made a factor. The committee contacted the congressional delegations of local areas to get their opinions. These delegations in turn worked with local officials such as mayors and county officials.

For example, twin cities such as Tampa–St. Petersburg, Min-

Circle No. 123 on Reader Service Card

Great meeting.

Great meeting.

Holiday Inn®-Cocoa Beach has everything you need for a great meeting.

There's more than one element to a great meeting. In fact, at Holiday Inn-Cocoa Beach, we have everything you need to have a great meeting . . . wherever you have it.

Great Beach Location: We're only 45 minutes from Orlando International Airport and 15 miles from Kennedy Space Center.

Outstanding Facilities: We have new meeting and convention facilities for up to 500 people, with four breakout rooms, a VIP room, and lots of exhibit space. And on staff, a professional coordinator to insure your meeting runs smoothly. We also offer competitive group rates.

Beautiful Accommodations: We have 500 guest rooms, including apartments, suites, ocean front and King Leisure℠ rooms.

Relaxing Activities: You'll find tennis courts, olympic pool, whirlpool, great restaurants, live entertainment, and free HBO® in-room movies. Plus golf and racquetball minutes away.

"No Excuses"℠ Room Guarantee: Your room will be right or we make it right, no excuses, or you stay free that night. The fact is, if you want a great meeting, you want to meet at Holiday Inn-Cocoa Beach. Call our Director of Sales at 305-783-2271 or write Holiday Inn-Cocoa Beach, 1300 N. Atlantic Avenue, Cocoa Beach, Florida 32931.

Holiday Inn®
Cocoa Beach
1300 N. Atlantic Ave., Cocoa Beach, FL 32931, 305-783-2271

Circle No. 111 on Reader Service Card

neapolis–St. Paul, and Dallas–Fort Worth had the option to stay as one area or split apart. Of the three cited, only Fort Worth strongly called for separation. Local opinion there obviously felt that separate recognition as a metro area was worth more than being a small fish in a very large pond.

Lower is better?

As part of the Dallas–Fort Worth area, they ranked 9th in the 1982 *Survey*, but as Fort Worth alone they rank 41st in the 1983 *Survey* and cause Dallas to drop to 14th.

From a marketing point of view, I question the logic of allowing an area to drop out from a larger entity. Advertising allocations, co-op dollars, and sales quota allocations are all influenced by a market's size. Smaller markets are often overlooked. Local newspapers often get into national advertising schedules because their city is part of a larger market.

Just the opposite occurred in the Norfolk–Virginia Beach–Newport News, VA, market, which became a newly merged metro area. They took advantage of the committee's criteria that allow for mergers of metro areas if their urbanized areas are touching, and, more importantly, if there is evidence of social and economic integration of the two areas. There must also be strong local opinion calling for the merger.

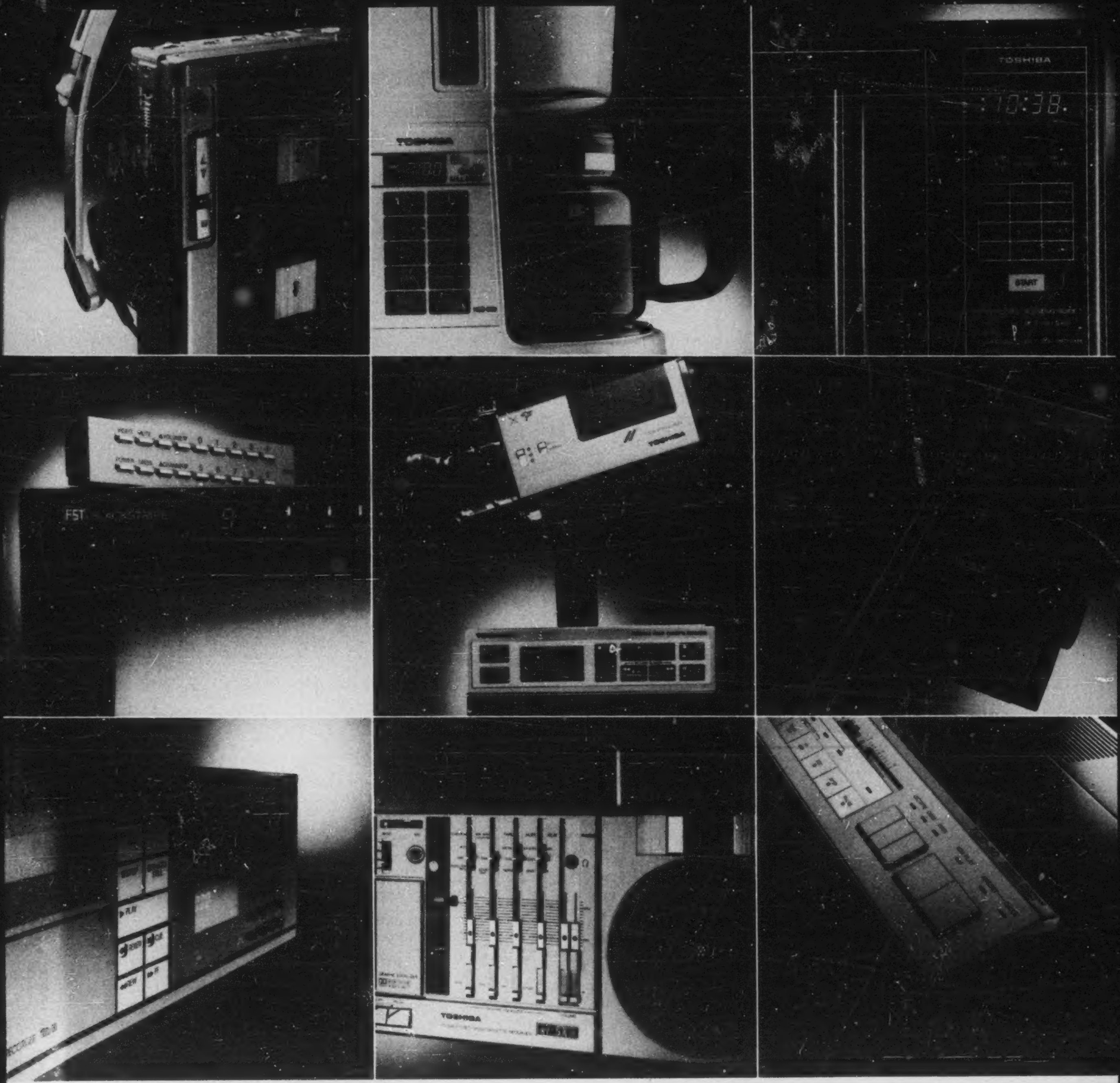
The Norfolk–Virginia Beach–Newport News metro area met the criteria, thereby raising their ranking from 50th for the old Norfolk–Virginia Beach–Portsmouth area and 109th for the old Newport News–Hampton area in the 1982 *Survey* to 34th for the merged market in the 1983 *Survey*. This merger creates a market which is now the largest one between Washington, DC, and Atlanta. (See list of merged markets on page A-18.)

Merger gives a metro area the best of two worlds. First, through cohesion, greater size is accomplished. At the same time, since the metro areas are comprised of counties, the indi-

Metro area name changes

As a result of the 1980 Census counts and new criteria for designating metro area titles, the names of 43 markets were changed in the federal government's latest revisions. They are:

New Metro Name	*Former Metro Name*
CALIFORNIA	
Anaheim–Santa Ana	Anaheim–Santa Ana–Garden Grove
Oxnard-Ventura	Oxnard–Simi Valley–Ventura
Riverside–San Bernardino	Riverside–San Bernardino–Ontario
San Francisco	San Francisco–Oakland
Santa Rosa–Petaluma	Santa Rosa
COLORADO	
Denver	Denver-Boulder
Fort Collins–Loveland	Fort Collins
CONNECTICUT	
Hartford–New Britain–Middletown–Bristol	Hartford–New Britain–Bristol
FLORIDA	
Fort Lauderdale–Hollywood–Pompano Beach	Fort Lauderdale–Hollywood
Fort Myers	Fort Myers–Cape Coral
Melbourne–Titusville–Palm Bay	Melbourne-Titusville-Cocoa
Miami-Hialeah	Miami
Tampa–St. Petersburg–Clearwater	Tampa–St. Petersburg
West Palm Beach–Boca Raton–Delray Beach	West Palm Beach–Boca Raton
GEORGIA	
Macon–Warner Robbins	Macon
INDIANA	
Elkhart-Goshen	Elkhart
Gary-Hammond	Gary–Hammond–East Chicago
Lafayette	Lafayette–West Lafayette
South Bend–Mishawaka	South Bend
MASSACHUSETTS	
Boston–Lawrence–Salem–Lowell–Brockton	Boston–Lowell–Brockton–Lawrence–Haverhill
New Bedford–Fall River–Attleboro	New Bedford–Fall River
Springfield	Springfield–Chicopee–Holyoke
MICHIGAN	
Kalamazoo	Kalamazoo-Portage
Muskegon	Muskegon–Norton Shores–Muskegon Heights
MINNESOTA	
Duluth	Duluth-Superior
MISSISSIPPI	
Pascagoula	Pascagoula–Moss Point
NEW JERSEY	
Bergen-Passaic	Paterson-Clifton-Passaic
Middlesex-Somerset-Hunterdon	New Brunswick–Perth Amboy–Sayreville
Monmouth-Ocean	Long Branch–Asbury Park
NEW YORK	
Orange County	Newburgh-Middletown
PENNSYLVANIA	
Allentown-Bethlehem	Allentown-Bethlehem-Easton
Harrisburg-Lebanon-Carlisle	Harrisburg
Scranton–Wilkes-Barre	Northeast Pennsylvania
RHODE ISLAND	
Providence–Pawtucket–Woonsocket	Providence–Pawtucket–Warwick
SOUTH CAROLINA	
Charleston	Charleston–North Charleston
TENNESSEE	
Nashville	Nashville-Davidson
TEXAS	
Beaumont–Port Arthur	Beaumont–Port Arthur–Orange
Brownsville-Harlingen	Brownsville–Harlingen–San Benito
Dallas	Dallas–Fort Worth
McAllen-Edinburg-Mission	McAllen-Pharr-Edinburg
WASHINGTON	
Seattle	Seattle-Everett
WISCONSIN	
Appleton-Oshkosh-Neenah	Appleton-Oshkosh



Motivation is easy when you know what buttons to push.

If you've never tried Toshiba incentives, here's strong motivation to do so.

You get state-of-the-art products with features and warranties geared to performance.

You get Toshiba craftsmanship. So you not only reward your people now, you make an impression that lasts for years.

And you get an incentive program designed to meet your needs.

When you know what buttons to push, motivation is at your fingertips.

Circle No. 128 on Reader Service Card

You've got me motivated. Send me free information about Toshiba premium incentives in these categories:

Video ☐ Audio ☐ Microwave ovens/Appliances ☐

SMM-7

Name________

Firm________

Address________

City________ State____ Zip____

Telephone________

Toshiba America, Inc., 82 Totowa Road, Wayne, NJ 07470

In Touch with Tomorrow
TOSHIBA

Sales
Presentation
Cases

Packaging

Regular Case
for Trays
Double Ring
Ring Case,
available in 6 and
12 ring sizes
Deluxe
Large
Pendant
Pouches in
a variety
of materials
Drop.Front
Storage Trays
for Trays or Pads

GF Call for
Free Catalog

Dial Toll Free From Anywhere
in Continental United States,
Alaska or Hawaii
1-800-828-7701
In New York State
1-800-462-1151

GERALD FRIED
DISPLAY CO., INC.
"LOCATED IN THE HEART OF THE
BUFFALO-NIAGARA FRONTIER"
550 FILLMORE AVE.
TONAWANDA, N.Y. 14150
(716) 692-2705

viduality is not lost since so much data are shown at the county level.

The committee's criteria for metro areas in the six New England states, though different, are based upon the same concepts that pertain to the rest of the U.S., namely, density and commuting. The major difference is the use of cities and towns instead of counties, as these units are administratively more important in New England. Since the *Survey* uses counties for designating New England County Metropolitan Areas (NECMA), the new criteria do not play a role.

In the case of the *Survey's* 16 NECMAs, no new areas were added and none deleted. There are six minor changes in titles.

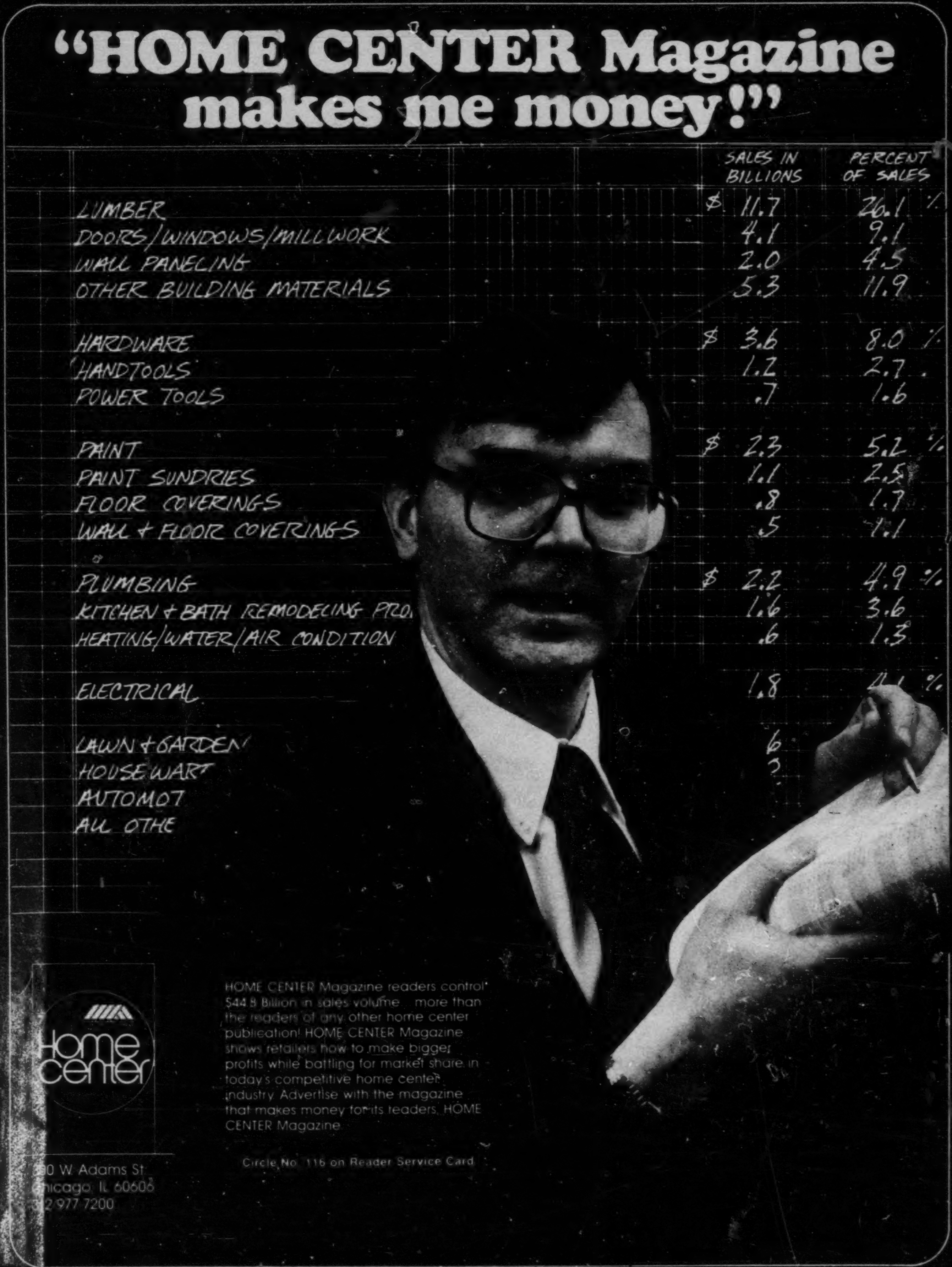
What does all this mean for marketers who use *S&MM's Survey of Buying Power*? Clearly, the addition of new central cities helps in determining the degree of suburbanization.

Because MSAs are now based on urbanization instead of a large city, those looking for a standardized set of areas or of urban concentration for site selection or sales territory development, for example, have a more consistent set of data. In terms of rankings, which are very important to many *Survey* users, this consistent set of metro areas makes such tables even more valuable. ■

New metro areas

Sixteen new metropolitan markets were created in the federal government's latest revisions. They are:

State/Metro Area	*Counties*
ALABAMA	
Dothan	Dale, Houston
CALIFORNIA	
Oakland (Formerly part of San Francisco–Oakland market)	Alameda, Contra Costa
COLORADO	
Boulder-Longmont (Formerly part of Denver-Boulder market)	Boulder
FLORIDA	
Fort Pierce	Martin, St. Lucie
ILLINOIS	
Alton–Granite City	Jersey, Madison (Formerly part of St. Louis market)
Aurora-Elgin	Kane, Kendall (Formerly part of Chicago market)
East St. Louis–Belleville	Clinton, St. Clair (Formerly part of St. Louis market)
Joliet	Grundy, Will (Formerly part of Chicago market)
Lake County	Lake (Formerly part of Chicago market)
KANSAS	
Kansas City (Formerly part of Kansas City, MO, market)	Johnson, Leavenworth, Miami, Wyandotte
LOUISIANA	
Houma-Thibodaux	Lafourche, Terrebone
NEW YORK	
Niagara Falls	Niagara (Formerly part of Buffalo market)
PENNSYLVANIA	
Beaver County	Beaver (Formerly part of Pittsburgh market)
TEXAS	
Brazoria	Brazoria (Formerly part of Houston market)
Fort Worth–Arlington (Formerly part of Dallas–Fort Worth market)	Johnson, Parker, Tarrant
WASHINGTON	
Vancouver	Clark (Formerly part of Portland, OR, market)



"HOME CENTER Magazine makes me money!"

	SALES IN BILLIONS	PERCENT OF SALES
LUMBER	$ 11.7	26.1 %
DOORS/WINDOWS/MILLWORK	4.1	9.1
WALL PANELING	2.0	4.5
OTHER BUILDING MATERIALS	5.3	11.9
HARDWARE	$ 3.6	8.0 %
HANDTOOLS	1.2	2.7
POWER TOOLS	.7	1.6
PAINT	$ 2.3	5.2 %
PAINT SUNDRIES	1.1	2.5
FLOOR COVERINGS	.8	1.7
WALL + FLOOR COVERINGS	.5	1.1
PLUMBING	$ 2.2	4.9 %
KITCHEN + BATH REMODELING PRO	1.6	3.6
HEATING/WATER/AIR CONDITION	.6	1.3
ELECTRICAL	1.8	4.1 %
LAWN + GARDEN	6	
HOUSEWAR	[illegible]	
AUTOMOT		
ALL OTHE		

HOME CENTER Magazine readers control $44.8 Billion in sales volume... more than the readers of any other home center publication! HOME CENTER Magazine shows retailers how to make bigger profits while battling for market share in today's competitive home center industry. Advertise with the magazine that makes money for its readers, HOME CENTER Magazine.

Home center

0 W. Adams St.
hicago, IL 60606
2 977 7200

Circle No. 116 on Reader Service Card

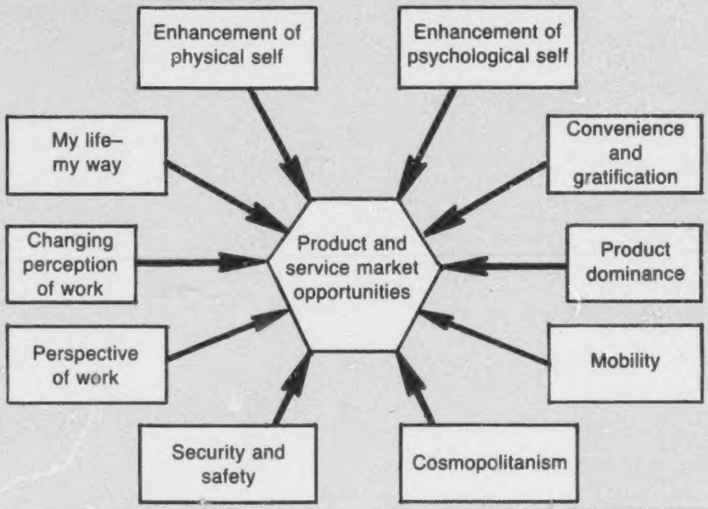
Turning changing consumers into profitable market opportunities

Lifestyle changes will be the key to tomorrow's growth and declining markets. Here's a handy three-step planning program that helps you convert such trends into profitable product and service market opportunities.

By DR. WILLIAM LAZER
Professor of Marketing Systems and Future Environments
Michigan State Univ.

Exhibit 1

10 basic lifestyles that will shape future markets


Enhancement of physical self
Enhancement of psychological self
My life— my way
Convenience and gratification
Changing perception of work
Product and service market opportunities
Product dominance
Perspective of work
Mobility
Security and safety
Cosmopolitanism

Sales and marketing managers in the next 15 years will be challenged by vastly different marketing environments as a result of such developments as the aging and greying of consumers, "echo" baby boom, increasing number of marriages and divorces, rising proportion of working women, increase in singles and unmarried couple households, large number of immigrants, and the geographic movement of people to the South and West. Consumer lifestyles will move in new directions, forcing the decline of many markets but spurring the rapid growth of others.

These shifts will trap those marketers who are so riveted to current operating activities that they ignore sharp breaks with the past until it's too late. Charles Kettering's advice, "We should all be interested in the future because we shall spend the rest of our lives there," is a good guideline for the marketer who wants to capitalize on emerging future markets.

A first step in obtaining perspectives of likely future developments involves analyzing trends in demographic (people factors), income (money factors), and psychological and sociological (lifestyle factors) forces and correlating them to identify emerging future market opportunities. While information for demographic and income analysis is readily available from such sources as *Sales & Marketing Management's Survey of Buying Power* and Census Bureau reports, information on the psychological and sociological factors is more difficult to obtain.

Marketers who want to use lifestyle analysis to plan more effectively face two tasks: first, the difficulty of identifying future lifestyle orientations; second, once the orientations are identified, translating them into future specific product and service opportunities. These two roadblocks can be avoided

Why be satisfied with only a slice of the Western New York Market?...
YOU CAN HAVE THE WHOLE PIE!
When you include the
Niagara Gazette
In Your Next Advertising Buy!
NIAGARA FALLS
Niagara County
Erie County
Buffalo
67,000 Readers in this powerful market read your message every morning in Niagara County's leading newspaper.
Represented by Gannett Newspaper Advertising Sales

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

Who's Who in circulation:

READER'S DIGEST

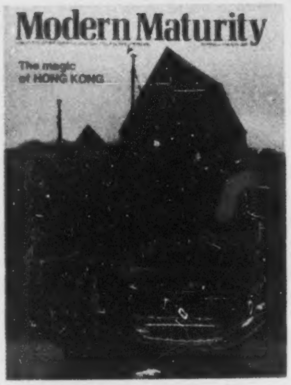
Circ. 17,787,321

TV GUIDE

Circ. 16,972,310

NATIONAL GEOGRAPHIC

Circ. 8,562,681



Circ. 8,298,216

BETTER HOMES & GARDENS

Circ. 8,002,872

Modern Maturity is circulating with the elite.

We've just zoomed into the number four slot per the latest ABC report.

And what really counts is that our 8,298,216 average paid subscribers are well above average in income and buying power. They're the core of the dynamic 50 & over market.

MODERN MATURITY

America's 4th largest magazine.

Source: A.B.C. 12/31/82 U.S. circ. only.

Maturity Magazines Group, 420 Lexington Avenue, N.Y.C., N.Y. 10170 212-599-1880

Circle No. 118 on Reader Service Card

ST. LOUIS-ILLINOIS
INTERURBIA
NEWSPAPER-GROUP

ILLINOIS' LARGEST NEWSPAPER GROUP!

- 4 Daily Papers/18 counties
- 137,515 Paid Daily Circulation
- 10% Group Discount

Interurbia Group Includes
- Alton Telegraph
- Belleville News-Democrat
- Carbondale Southern Illinoisan
- Quincy Herald Whig

for further information

Branham
NEWSPAPER SALES

IN CHICAGO AT (312) 321-0321
OR ANY BRANHAM OFFICE NATIONALLY

Circle No. 133 on Reader Service Card

The No. 1 Medium In the South . . .

GRIER'S ALMANAC
3,000,000 CIRCULATION
VERIFIED AUDIT CIRCULATION

- The only almanac whose circulation is audited.
- Reaches over 300,000 RFD boxholders.
- Blankets the Rural South from Virginia to Texas.
- First in Prestige. Has been published for 178 years.
- Readership is intense and loyal.
- Every advertisement next to editorial matter.
- Stays in the home the year 'round.
- Listed in SRDS, Consumer Magazine Section.

Write, wire or phone for rates, closing date and detailed information

GRIER'S ALMANAC
P. O. Box 98103
Atlanta, Georgia 30359
Phone 404 634-8128

Exhibit 2

From the convenience and immediate gratification lifestyle to product and service market opportunities

Stage 1 *Market Implications*	*Stage 2* *Product And Service Parameters*	*Stage 3* *Product And Service Market Opportunities*
Ever presence of products	Self-service	24-hour banking
Ease of use	Credit	Worldwide credit
Ease of payment	Portability	Worldwide service
Ease of purchase	Cash and carry	Worldwide distribution
Convenience packaging	Self-repair	Worldwide guarantees
No waiting	Provide technical help	Rentals
Demanding customers	Miniaturize	Curbside check-in (airports)
Good information	Alternative energy sources	Push carts
Readily available	24-hour service	Instant photography
Close to users	Home computer hookups	1-hour film service
	Store layout	1-hour dry cleaning
		While-u-wait
		TV tapes
		24-hour restaurants
		Wristwatch TV
		Portable phones
		Fast-food chains
		Wine in cans
		Single-serving packages
		TV shopping
		Electronic funds transfer

and lifestyle analysis made a part of your planning process. Exhibit 1 identifies the 10 general future lifestyle orientations that were among those detailed in a study of future consumer environments that the author directed for one of the Fortune 500 corporations. They include my life–my way, enhancement of physical self, convenience and ready gratification, and cosmopolitanism.

Once the marketer identifies future lifestyle trends, translating them into specific products and services involves ascertaining their market implications, determining the product and service parameters, and specifying the product and service market opportunities. These three stages are sequential and interactive and the

MARKET HIGHLIGHT

Occupational mix by race and Spanish origin

	Total	White	Black	Spanish Origin
Civilian labor force (000)	104,500	85,677	10,437	5,993
Occupation		*% Breakdown*		
Executive, administrative, and managerial	9.9%	10.9%	4.8%	5.6%
Professional specialties	11.7%	12.5%	8.2%	5.9%
Technicians, sales, and administrative support	29.6%	30.7%	24.1%	23.6%
Service	13.0%	11.6%	22.6%	16.0%
Farming, forestry, and fishing	2.9%	2.9%	2.0%	5.0%
Production, craft, and repair	13.0%	13.5%	8.8%	13.8%
Operators, fabricators, and laborers	19.1%	17.5%	27.3%	28.9%

Notes: Details may not add to 100% due to rounding and omission of those unemployed from 1975 to 1980. Spanish origin may be of any race.
Source: Census Bureau, *1980 Census Supplementary Report: Detailed Occupation and Years of School Completed by Age, for the Civilian Labor Force by Sex, Race, and Spanish Origin*, PC80-S1-8.
© Sales & Marketing Management.

Circle No. 114 on Reader Service Card

What is the Buying Power of Fairfield County?

Measure the share of your business you can expect to find in any market!

BUYING POWER

Since 1951, Market Statistics has helped manufacturers, distributors and retailers plan efficiently. One technique often employed by Market Statistics for its clients is the development of custom indexes to measure their sales potential in any U.S. market.

We are a firm of demographers, economists, statisticians, and mathematicians bringing to the sales, marketing and advertising communities a wealth of information about every market in the United States.

You may know us as a demographic research company. You may know us as the producers of the annual *Survey of Buying Power, Data Service* or *Forecaster's Handbook*. Or, you may know us as the producers of the Market Statistics Data Bank (MSDB) the most widely accepted private source of county demographic, economic and distribution information in the United States.

Want More Information?

Drop us a note or call us at (212) 986-4800.

MARKET STATISTICS

Producers of the Survey of Buying Power
633 Third Avenue, New York, N.Y. 10017
A Division of Bill Communications

process moves from general considerations to specific products and services.

For example, one of the basic lifestyles we uncovered in our research project is the concern with security and safety. This orientation has such market implications as property and personal protection, income protection, riskless living, accident and disaster prevention, risk-free environments, and increased safety.

The second step in the process involves determining the product and service parameters implied by this orientation. Some of them are detection and prevention of fire and burglaries, reduction of financial risks, food inspection, monitoring of environments, self-monitoring products, automatic shutoffs, assurance of health and income, secure homes, and clean air and water.

Avoiding roadblocks

With these parameters in mind, the marketer next specifies the product and service market opportunities that relate to them. Typical examples would be smoke and fire detectors, air and water purifiers, automatic sprinkling systems, safety deposit boxes, self-defense courses, security guards, income insurance, government guarantees, certification, security devices for homes and cars, sentry systems, and so on.

The marketer's success in moving from the identification of lifestyle trends to specific product and service market opportunities largely depends on his creativity and insights. In this regard, good results have been achieved when a team of people with a variety of backgrounds is assembled to consider them, both from inside and outside the company. This broadens the perspective of marketing personnel and, indeed, challenges current ideas.

To illustrate the process, we shall trace the lifestyle orientation of convenience and instant gratification. Exhibit 2 highlights the market implications, product and service parameters, and specific market oppor-

MARKET HIGHLIGHT

Richest minority markets

State	Mean Family Income 1979	State	Mean Family Income 1979
Blacks		**Hispanics**	
1. Alaska	$25,248	1. Maryland	$26,381
2. Vermont	23,314	2. Virginia	23,126
3. New Hampshire	20,043	3. Alaska	22,948
4. Dist. of Columbia	19,977	4. Indiana	21,677
5. Maryland	19,579	5. Michigan	20,886
6. Wyoming	18,841	6. Missouri	20,715
7. Michigan	18,734	7. Nevada	20,442
8. Colorado	18,459	8. West Virginia	20,429
9. Washington	18,448	9. Florida	20,189
10. Indiana	18,222	10. Louisiana	20,184

Source: Census Bureau, *1980 Census: Advance Estimates of Social, Economic, and Housing Characteristics*, PHC80-S-2.
© Sales & Marketing Management.

New insights on consumer-spending patterns

The more people earn, the more they spend on products and services that cater to the "me" image, such as eating out, alcoholic beverages, and personal care. But the same isn't true as people grow older. This is a sample of the insights marketers will learn from the Bureau of Labor Statistics' (BLS) newest *Consumer Expenditure Survey*. Embracing a sample of more than 10,000 consumer units, the survey is undertaken by BLS after each decennial population census to update the "market basket" of goods and services that is the basis of the bureau's consumer price index.

The most recent survey covers the 1980–81 period, but release of data has been held up by severe budget cuts imposed on BLS the past two years. The survey's first report covers only eight spending categories (see tables), but marketers will find new information on the latest trends on how buying habits are affected by such variables as income, age, and number of persons and wage-earners in a household.

Whereas in the past the survey was carried out every ten years or so, BLS has decided to conduct it on a continuing basis in the future. For more information, contact the Office of Prices, Bureau of Labor Statistics, Washington DC 20212.

Consumer-spending patterns: By income . . .

		% Of Total Spending			
Category	Total Reporting Units	Under $10,000	$10,000–$19,999	$20,000–$29,999	$30,000 & Over
Food at home	33.9%	38.0%	33.8%	34.0%	31.3%
Food away from home	16.3	12.8	15.5	16.5	18.9
Alcoholic beverages	5.3	4.5	5.0	5.3	6.1
Tobacco products	2.8	3.1	3.4	2.7	2.1
Personal care	3.9	3.6	3.8	3.9	4.2
Nonprescription drugs	1.6	1.9	1.7	1.4	1.4
Housekeeping supplies	4.2	3.9	3.9	4.4	4.5
Energy supplies	32.0	32.2	32.9	31.7	31.5

. . . and by age of householder

Category	Under 25	25–34	35–44	45–54	55–64	65 & Older
Food at home	27.5%	32.5%	36.8%	33.1%	34.6%	37.5%
Food away from home	20.5	18.2	17.4	16.3	14.0	12.1
Alcoholic beverages	9.1	5.6	5.0	5.5	4.3	3.3
Tobacco products	4.2	2.8	2.6	3.0	2.8	2.2
Personal care	3.6	3.6	3.8	4.1	4.2	4.4
Nonprescription drugs	1.1	1.2	1.2	1.6	2.0	2.9
Housekeeping supplies	3.3	4.0	4.4	4.1	4.5	4.3
Energy supplies	30.7	32.1	31.3	32.3	33.5	33.2

Note: Total reporting units refers to those units that provided complete details on their sources of income; about one-fifth of the sample failed to do so. Spending percentage breakdown pertains to the aggregate of the eight categories that have been released to date.
Source: Bureau of Labor Statistics, *1980–81 Consumer Expenditure Survey*, USDL 83-235.
© Sales & Marketing Management.

If your game is
marketing, this is the
only game in town:

PACK INFO '83

The Conference in the Big Apple

October 4-6, 1983
New York City

Selling is the name of the game and PACK INFO shows you how to play it with winning strategies for package design, consumer research, and cost control.

It's a conference as big as the industry. 52 sessions in all – the total picture of packaging in the computer age . . . the one time and place where you'll find the greatest cross section of ideas, information and opportunities ever presented on a single program.

If you're a Marketing Director or Manager, a Product or Brand Manager, or a Marketing Research Professional . . . expect to find all the innovations at Pack Info 83.

Discover how to use personal computers for new product modeling, financial analysis, product and pricing strategies.

Explore the next generation of tamper-evident packaging as the industry answers a nationwide challenge.

Come face-to-face with the best and the brightest in the industry – the designers, researchers, manufacturers, and managers.

And take your pick of the pack with our three convenient registration options – spend one, two or three full days at the Conference . . . bring a team of key managers . . . and expect to dramatically improve the impact of your marketing program.

Call now for more information
(518) 891-1500

Refer to Meeting No. 9401A5C-09 and we'll send you the complete guide to PACK INFO 83, The Conference in the Big Apple.

Or, circle # 107 on Reader Service Card.

IF YOU'RE A MARKETING PROFESSIONAL

. . . you belong in the American Marketing Association.

Busy professionals have to be selective of their time. They carefully choose the publications they read, the company they keep and the organizations they join. These professionals understand the importance of correctly anticipating and interpreting market trends.

For these reasons, over 21,000 marketing professionals are members of the American Marketing Association.

AMA's biweekly newspaper, newsletters, books and quarterly journals on marketing and marketing research make it the leading source of current information in the marketing field. And AMA members also enjoy participating in conferences and workshops, being personally listed in its international membership roster, having access to thousands of marketing and research specialists, and much more!

For information on how AMA membership can keep you abreast of today's marketing scene, complete and mail this coupon to: Jan Sodaro, American Marketing Association, 250 S. Wacker Drive, Chicago, IL 60606.

AMERICAN MARKETING ASSOCIATION

Please send me information on:
☐ AMA membership ☐ AMA-sponsored seminars
☐ AMA publications

NAME ____________ TITLE ________
ADDRESS ____________
CITY ____________
STATE ________ ZIP ________
PHONE (   ) ____________

Circle No. 105 on Reader Service Card

Reach the Decision Maker in Sales and Marketing with:

S&MM EXPO Direct Mail Postcard Book

- 100,000 Circulation
- Exclusive Internal List
- No Duplication
- No Bad Debts

Write for your media kit today!

S&MM EXPO Idea Cards
SALES & MARKETING MANAGEMENT
633 Third Avenue, New York, N.Y. 10017
or phone: Marcea Koffsky, 212-986-4800

tunities that relate to them.

Among the market implications of this particular orientation (Stage 1) are the ready availability of products and services, ease of purchase, payment, and use, and convenience packaging.

The desirable product and service parameters (Stage 2) include self-service, credit, portability, cash-and-carry, and do-it-yourself.

Examples of specific product and service market opportunities (Stage 3) are 24-hour banking, worldwide credit, curbside check-in at airports, 1-hour film service and dry cleaning, all-night restaurants, and wristwatch TV and communications systems.

Of course, several lifestyles may point to the market for a particular product. Living my life–my way, enhancement of physical self, and enhancement of psychological self may all support particular health and leisure products. Where several lifestyles support a specific product or service, they tend to indicate a greater likelihood that profitable market opportunities exist.

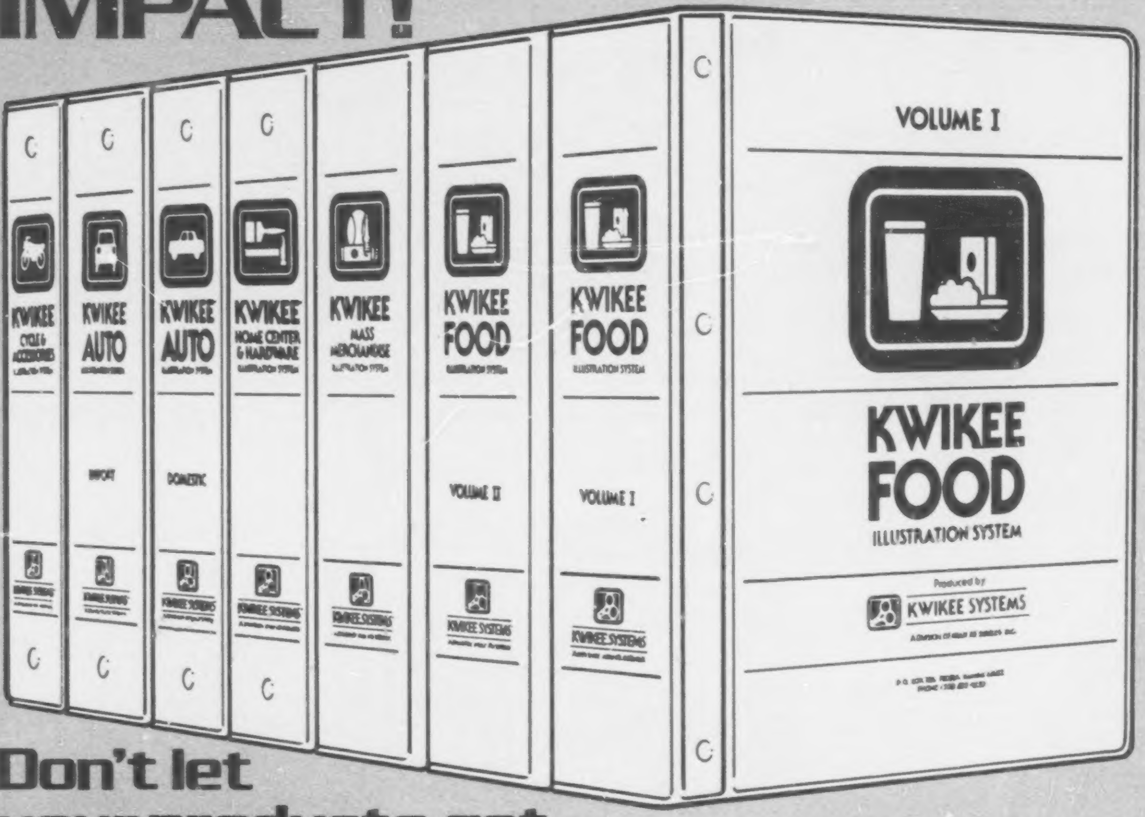
The product and service market concepts arrived at in this manner refer only to the first stage, albeit a most important one, in the new product development process: the idea-generation phase. The usual stages of screening, business analysis, market testing, and commercialization then follow. However, by identifying the lifestyle orientations and pursuing their logical implications in the three-step program we described, a higher proportion of product and service ideas should advance beyond the new product screening phase and become profitable market opportunities.

This Publication is available in Microform.

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

8,000 products have joined forces for retail advertising IMPACT!


KWIKEE CYCLE & ACCESSORIES
KWIKEE AUTO
IMPORT
KWIKEE AUTO
DOMESTIC
KWIKEE HOME CENTER & HARDWARE
KWIKEE MASS MERCHANDISE
KWIKEE FOOD
VOLUME II
KWIKEE FOOD
VOLUME I
VOLUME I
KWIKEE FOOD
ILLUSTRATION SYSTEM
Produced by
KWIKEE SYSTEMS

Don't let your products get left behind!

More than 500 of the world's leading manufacturers have already joined the Kwikee Systems™.

They know that the Kwikee® Illustration Systems are the nation's most comprehensive source of branded, pre-approved product art. Kwikee art is used in retail ad layouts every day — usage that is measured and verified in computerized usage reports.

500 Million Dollar's Worth of Advertising!

That's how much was generated by the Kwikee Systems last year — an average of over $200,000 for every Kwikee page! And the Kwikee Systems provide documented proof of this remarkable return on investment!

Put Your Product Art Where It's Used!

Newspapers, advertising publishers and thousands of retailers receive the Kwikee books free of charge, giving them ready access to the art they need. Give *your* products impact with advertisers. Join forces with the Kwikee Systems now!

FOR MORE INFORMATION, CALL

(800) 447-1950

IN ILLINOIS, (309) 692-1530

It works. And we can prove it!

KWIKEE SYSTEMS™
A DIVISION OF MULTI-AD SERVICES, INC.
1720 WEST DETWEILLER DRIVE
PEORIA, ILLINOIS 61615-1695

Circle No. 119 on Reader Service Card

A-37

By mid-month, do you know where your ad is?

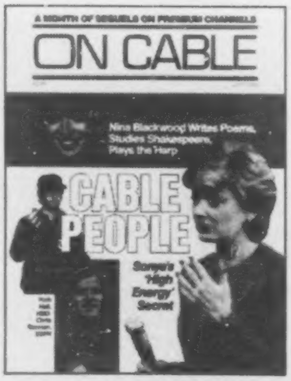
PLAYB
COSMOPOLITAN
CUISINE
·83
HOW CAN P ECONOMIC RECOVERY
Video Review
CAMERAS

When you run in most monthlies, your luck runs out after a few days. But when you run in ON CABLE, the nation's largest cable magazine, you keep on running for a whole month. ON CABLE is the *monthly* that's read *daily*.

ON CABLE's rate base climbs to 1.2 million with the October issue! We're the only fully audited cable magazine, and the only one included in the 1983 SMRB and MRI studies.

Remember, as viewers defect from conventional TV they turn to ON CABLE. Call (212) 685-6555 for rates and our exciting Simmons story. Then try ON CABLE.

We'll give you a run for your money.


A MONTH OF SEQUELS ON PREMIUM CHANNELS
ON CABLE
Nina Blackwood Writes Poems, Studies Shakespeare, Plays the Harp
CABLE PEOPLE
Sonya's 'High Energy' Secret

MARKET HIGHLIGHT

Family income by race and ethnic group

Region/State	Mean Family Income 1979	Family Income Index[1] White	Black	Hispanic
U.S.	**$23,177**	**105**	**68**	**75**
NEW ENGLAND				
Connecticut	27,208	104	62	58
Maine	18,254	100	83	87
Massachusetts	24,109	102	67	57
New Hampshire	22,138	100	93	90
Rhode Island	22,092	102	65	70
Vermont	19,815	100	118	99
MIDEAST				
Delaware	24,088	106	65	68
Dist. of Columbia	25,769	178	78	73
Maryland	26,532	107	74	99
New Jersey	26,338	106	66	64
New York	23,688	108	67	59
Pennsylvania	22,635	103	69	69
GREAT LAKES				
Illinois	25,929	106	67	75
Indiana	22,864	102	80	95
Michigan	24,922	103	75	84
Ohio	23,303	103	72	85
Wisconsin	23,500	101	71	81
PLAINS				
Iowa	22,545	100	75	86
Kansas	22,755	102	69	81
Minnesota	23,940	101	73	81
Missouri	21,671	102	76	96
Nebraska	21,856	101	70	82
North Dakota	20,474	101	73	75
South Dakota	18,238	102	76	92
SOUTHEAST				
Alabama	19,249	110	66	79
Arkansas	17,723	106	64	80
Florida	21,582	105	65	94
Georgia	21,144	110	66	87
Kentucky	19,192	102	73	87
Louisiana	21,667	113	63	93
Mississippi	17,722	115	65	80
North Carolina	19,671	108	70	78
South Carolina	19,841	111	69	76
Tennessee	19,674	105	71	80
Virginia	23,704	107	68	48
West Virginia	19,768	100	76	103
SOUTHWEST				
Arizona	22,123	105	73	78
New Mexico	19,926	108	73	79
Oklahoma	21,104	104	68	79
Texas	23,192	107	67	68
ROCKY MOUNTAIN				
Colorado	24,563	103	75	74
Idaho	20,155	101	80	72
Montana	20,679	101	74	82
Utah	22,482	101	76	80
Wyoming	24,843	101	76	81
FAR WEST				
Alaska	32,258	106	78	71
California	25,562	106	71	73
Hawaii[2]	26,631	98	58	73
Nevada	24,822	103	71	82
Oregon	22,763	101	73	77
Washington	24,540	102	75	72

[1] Family Index computed by dividing group's family income by the all-family mean for that state. An index of 104, for example, means that the group's family income is 4% higher than the all-family income.

[2] All three groups are below the all-family income level because Asiatics and Pacific Islanders had a mean income of $27,612.

Source: Census Bureau, *1980 Census Supplementary Report: Advance Estimates of Social, Economic, and Housing Characteristics*, PHC 80-S2.

MARKET HIGHLIGHT

Recession's impact: Shock for South, West

Region/State	Employment 1982 (000)	% Change 1980–82	Unemployment 1982 (000)	% Change 1980–82
U.S.	**99,559**	**+ 0.3%**	**10,678**	**+40.6%**
NEW ENGLAND	**5,877**	**+ 1.2%**	**497**	**+35.4%**
Connecticut	1,497	− 0.2	111	+18.1
Maine	470	+ 0.4	44	+12.8
Massachusetts	2,778	+ 2.4	239	+47.5
New Hampshire	452	+ 0.4	36	+63.6
Rhode Island	433	− 1.4	49	+44.1
Vermont	247	+ 4.2	18	+12.5
MIDEAST	**18,054**	**− 1.3%**	**1,852**	**+26.2%**
Delaware	273	+ 3.8	25	+13.6
Dist. of Columbia	282	− 7.5	33	+37.5
Maryland	1,978	− 1.8	183	+29.8
New Jersey	3,299	− 0.7	325	+25.5
New York	7,339	− 0.5	687	+15.1
Pennsylvania	4,883	− 2.5	599	+40.9
GREAT LAKES	**17,523**	**− 2.9%**	**2,504**	**+36.3%**
Illinois	4,954	− 2.5	632	+38.0
Indiana	2,284	− 4.0	310	+23.0
Michigan	3,615	− 3.8	661	+23.8
Ohio	4,481	− 3.8	640	+50.2
Wisconsin	2,189	+ 0.8	261	+56.3
PLAINS	**7,848**	**− 1.2%**	**662**	**+35.4%**
Iowa	1,297	− 3.9	121	+47.6
Kansas	1,111	− 1.9	74	+39.6
Minnesota	1,997	+ 0.8	169	+35.2
Missouri	2,097	− 2.1	214	+28.1
Nebraska	739	+ 1.0	48	+54.8
North Dakota	297	+ 3.1	18	+20.0
South Dakota	310	− 2.2	18	+12.5
SOUTHEAST	**22,271**	**+ 0.9%**	**2,416**	**+50.2%**
Alabama	1,466	− 3.9	247	+68.0
Arkansas	919	− 0.4	99	+30.3
Florida	4,342	+ 8.1	386	+53.8
Georgia	2,451	+ 2.9	207	+27.0
Kentucky	1,497	− 2.2	178	+33.8
Louisiana	1,664	− 0.2	192	+58.7
Mississippi	941	− 4.1	117	+46.3
North Carolina	2,678	+ 0.3	266	+42.2
South Carolina	1,325	+ 2.6	161	+67.7
Tennessee	1,879	− 2.6	252	+65.8
Virginia	2,447	+ 0.6	204	+59.4
West Virginia	662	− 7.4	107	+44.6
SOUTHWEST	**9,962**	**+ 6.4%**	**773**	**+42.4%**
Arizona	1,192	+ 3.2	131	+57.8
New Mexico	538	+ 3.9	54	+28.6
Oklahoma	1,384	+ 6.2	83	+25.8
Texas	6,848	+ 7.2	505	+43.5
ROCKY MOUNTAIN	**3,063**	**+ 3.0%**	**266**	**+37.8%**
Colorado	1,455	+ 3.0	122	+38.6
Idaho	396	+ 0.3	43	+26.5
Montana	358	+ 3.2	34	+54.5
Utah	616	+ 3.5	52	+30.0
Wyoming	238	+ 5.3	15	+66.7
FAR WEST	**14,961**	**+ 1.1%**	**1,708**	**+52.6%**
Alaska	187	+10.7	21	+16.7
California	10,978	+ 1.7	1,211	+53.3
Hawaii	428	+ 2.6	31	+47.6
Nevada	436	+ 8.2	49	+81.5
Oregon	1,164	− 2.0	152	+42.1
Washington	1,768	− 7.2	244	+56.4

Source: Bureau of Labor Statistics, *State Unemployment in 1980 and 1981*, USDL 82-99; *State Unemployment in 1982*, USDL 83-117.

© Sales & Marketing Management.

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

SURVEY HIGHLIGHT

Retail store sales: Survey vs. Census Bureau

Retail Store Category	*1982 Retail Sales As Reported By:* *Census Bureau ($ Mil.)*	*Survey Of Buying Power ($ Mil.)*	*1981-82 % Change* *CB*	*SBP*
Total retail sales	**$1,075,679**	**$1,100,750**	**+ 2.7%**	**+ 4.2%**
Durable goods	**320,868**	**N.A.**	**+ 1.5**	**N.A.**
Building materials, hardware, garden supply, & mobile home dealers	48,975	N.A.	– 5.8	N.A.
Hardware stores	8,363	N.A.	– 4.6	N.A.
Automotive dealers	182,390	172,669	+ 4.9	– 5.6
Motor vehicle dealers	153,085	N.A.	– 1.0	N.A.
Auto & home supply	20,909	N.A.	+ 8.6	N.A.
Furniture, home furnishings & equipment	46,513	46,105	– 2.0	– 2.2
Furniture	17,681	N.A.	– 6.1	N.A.
Household appliance, radio & TV	15,817	N.A.	– 0.5	N.A.
Household appliance	7,366	N.A.	– 2.8	N.A.
Jewelry	8,498	N.A.	– 1.4	N.A.
Nondurable goods	**754,811**	**N.A.**	**+ 3.2**	**N.A.**
General merchandise group	131,282	139,654	+ 2.6	+ 3.1
Department stores	107,030	N.A.	+ 3.2	N.A.
Misc. general merchandise	15,517	N.A.	– 0.3	N.A.
Variety stores	8,735	N.A.	+ 0.3	N.A.
Food	252,802	268,343	+ 4.9	+ 10.5
Grocery	236,489	N.A.	+ 5.1	N.A.
Gasoline service stations	104,633	N.A	– 3.3	N.A.
Apparel & accessory	51,991	N.A.	+ 3.4	N.A.
Men's & boys' clothing	8,110	N.A.	– 0.5	N.A.
Women's & girls' clothing	19,288	N.A.	+ 4.0	N.A.
Family clothing	10,830	N.A.	+ 1.4	N.A.
Shoes	9,854	N.A.	+ 6.2	N.A.
Eating & drinking places	107,357	107,484	+ 8.9	+ 11.5
Eating places	95,873	N.A.	+ 10.2	N.A.
Drinking places	11,484	N.A.	– 0.6	N.A.
Drug	35,849	37,232	+ 6.7	+ 9.3
Liquor	19,031	N.A.	+ 2.1	N.A.
Nonstore retailers	23,482	N.A.	– 1.1	N.A.

N.A.—Not available.

Sources: *Sales & Marketing Management's 1983 Survey of Buying Power;* Census Bureau, *Revised Monthly Retail Sales and Inventories: January 1973 through December 1982*, BR-13-82S.

© Sales & Marketing Management.

DON'T PASS THIS BUY.

Why buy Kansas City? Because the market, 30th in size, leaps to the top of the ranks in important consumer categories. Among the top 30 major metro areas, Kansas City is ninth in total retail sales per household. It's third in general merchandise and auto dealer sales per household and 17th in apparel and accessory store sales.

Contact us to corner this most lucrative market.

STAR/TIMES DAILY READERSHIP
551,000 adult readers
76% of adults with household
incomes of $50,000+

SUNDAY STAR READERSHIP
711,000 adult readers
84% of adults with household
incomes of $[illegible] 000+

THE KANSAS CITY STAR/TIMES:
STRENGTH IN OUR NUMBERS.

Sources: S&MM 1982 "Survey of Buying Power"
Belden Associates 1981 "Kansas City CMS"

THE KANSAS CITY STAR.

The Kansas City Times

1729 Grand Ave.
Kansas City, MO 64108
(816) 234-4125

Represented nationally
by Cresmer, Woodward, O'Mara
& Ormsbee, Inc.

FLORIDA'S 12th LARGEST DAILY NEWSPAPER IS NOT IN ENGLISH.

IT'S IN SPANISH.

That's right! Diario Las Américas, the #1 Spanish-language medium serving the huge and affluent Greater Miami Latin Market, is the 12th largest daily newspaper out of a total of 52 dailies in Florida. (Source: SRDS).

Diario Las Américas has grown tremendously in recent years to achieve its high ranking among Florida dailies. And there's every indication that this upward trend will continue at a dynamic rate.

Come join in our growth. Advertise in Diario Las Américas.

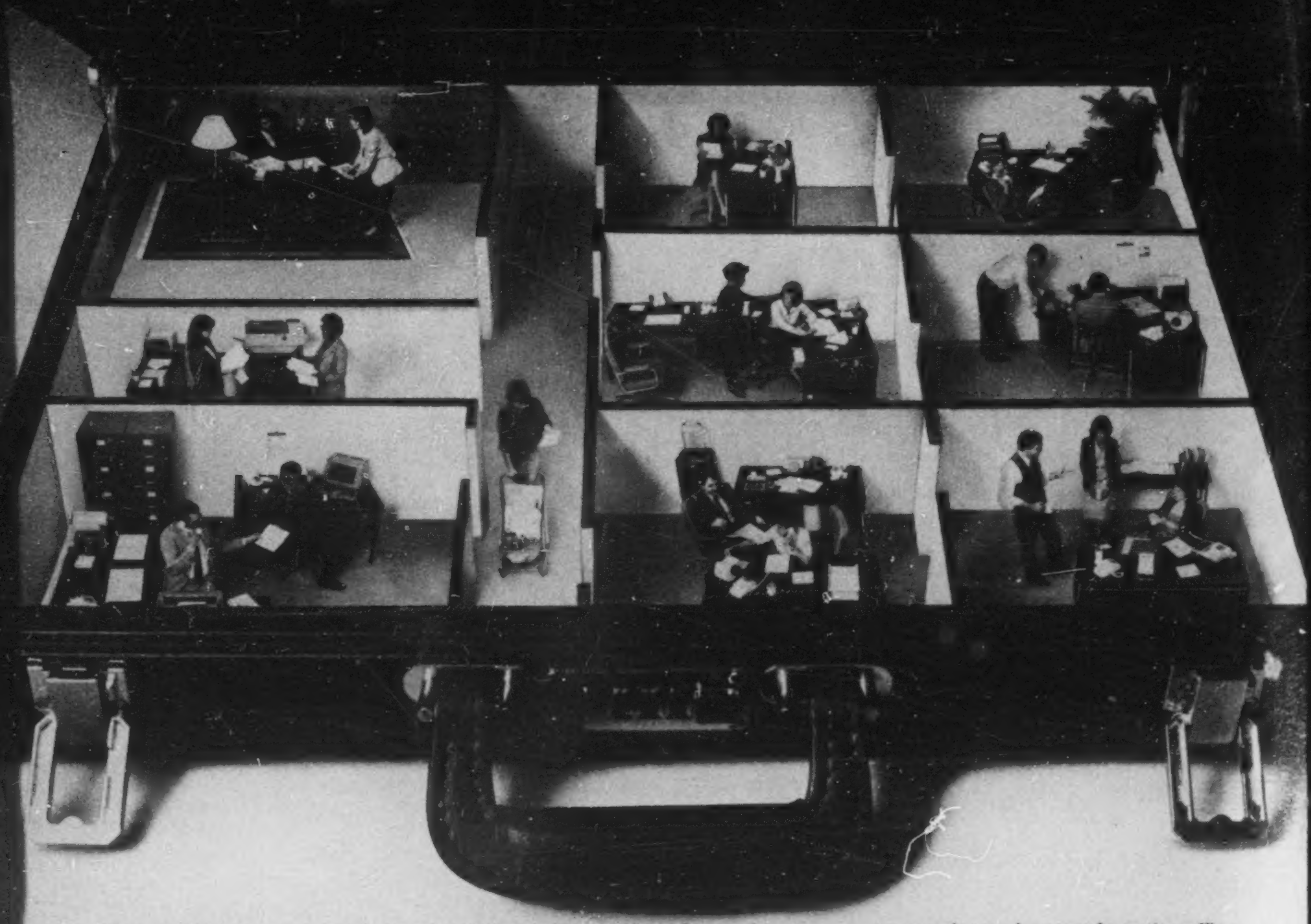
Diario Las Américas

The Spanish-language Daily Newspaper
Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-5193
(305) 633-3341

DIARIO LAS AMERICAS

Now when your salespeople leave the office, they can bring it with them.



What could be more productive? With GTE Telemail℠ electronic communications service in an attaché case, salespeople can bring all the resources of the home office out into the field.

For openers, orders can be entered from any place that has a phone. Using the portable terminal with the phone, salespeople can verify stock through Telemail. Check prices. Get shipping information. And confirm orders.

In addition, time-critical messages such as price changes and contract approvals can be sent from the office at any time. And stored until you dial in for them through your terminal.

When you stop to think of it, our Telemail service is like having a secretary, an inventory and shipping department, and an office message center all rolled into one.

To find out how you can turn every salesperson into a big sales force, call 1-800-835-3638.

GTE Telenet GTE

Circle No. 134 on Reader Service Card

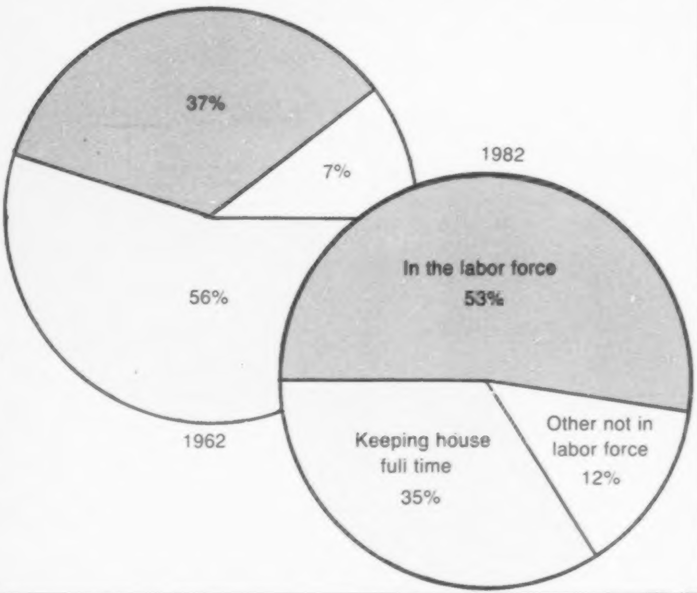
S&MM MARKETGRAPH

Working women: Where role reversal pays off

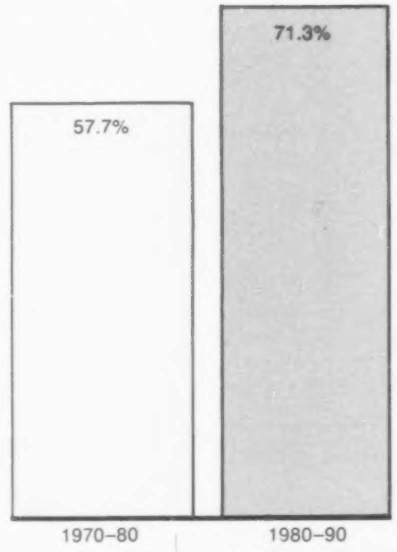
Sally Ride's achievement in space last month was the latest reminder of how, since 1962, women's roles as housekeeper and paid worker have been reversed dramatically. In the early 1960s, 56% of them kept house full time while only 37% were in the labor force (working or looking for work). Last year, it was the other way around: 53% were in the labor force, 35% in the home full time. Projections by the Bureau of Labor Statistics indicate the trend will continue. Whereas women accounted for 58% of the increase in the labor force in the 1970s, they'll contribute 71% of the increase in the 1980s.

Though women workers are still concentrated in traditional female occupations, such as secretaries, nurses, and teachers, greater numbers are moving into better-paying jobs. In the last 10 years, women in professional fields increased 71% to 7.7 million, managerial types rose 129% to 3.2 million. —TCT

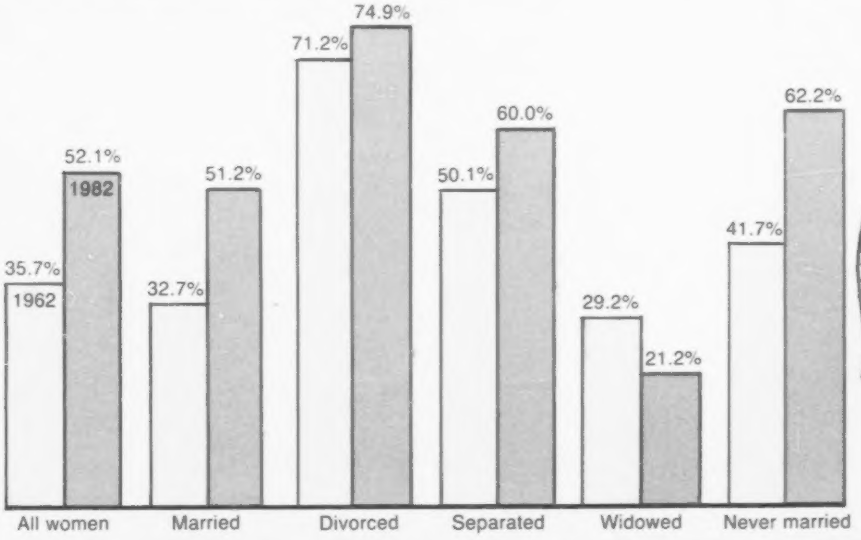
Women get out of the house and into the work force



Bigger share of work-force increase



Women in the labor force by marital status



Source: Bureau of Labor Statistics, *Women at Work: A Chartbook*, Bulletin 2168.
©Sales & Marketing Management.

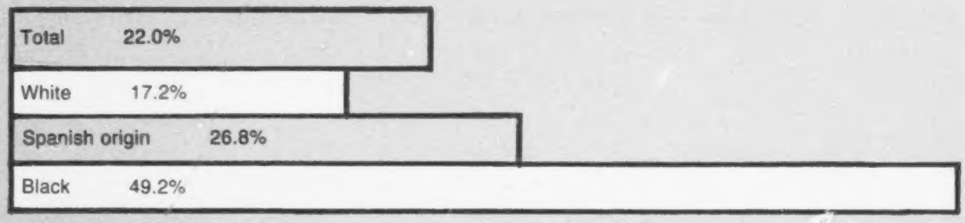
S&MM MARKETGRAPH

Children's market: And child makes two

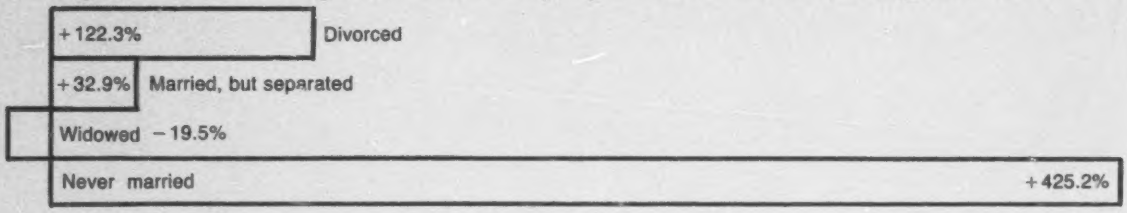
Marketers who sell to the children's market face a dramatically shifting target. More than one-fifth of all children under 18 are raised by a single parent today vs. only one-tenth as recently as 1970. Most of the change is due to rising divorce rates and women who want motherhood sans marriage. The number of children living with divorced mothers shot up 122% to 5.1 million between 1970 and 1982, while the number living with divorced fathers climbed even faster, up 272% to 658,000. The most striking change has been among children raised by unmarried mothers. They number 2.8 million, a 425% gain since 1970.

The children's market is now sharply demarcated along racial lines. Whereas only 17% of white children live with one parent, half of black children (49.2%) are in the same situation. —TCT

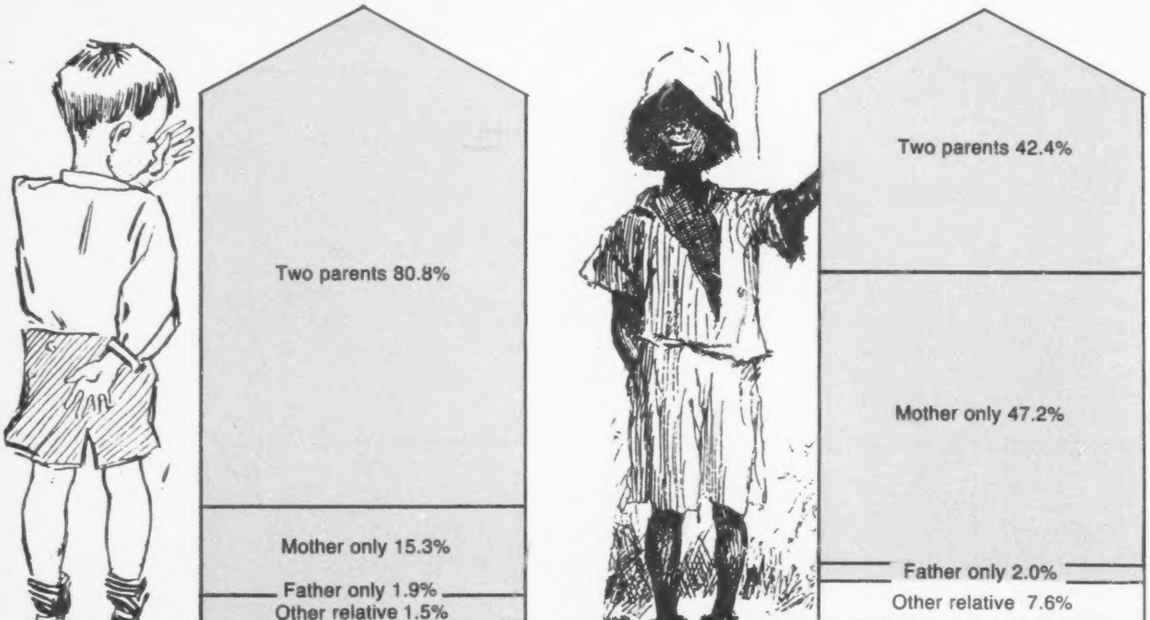
% children living with one parent



% change in children living with mother only, by mothers' marital status, 1970–82



Living arrangements of children under 18



Source: Census Bureau, *Marital Status and Living Arrangements:* March 1982, Series P-20, No. 380.

© Sales & Marketing Management.

PREPARED FOR
REGION:
LEAD NUMBER:
QUALITY:
DATE QUALIFIED:
B.W. OSTERMAN
MANAGER
U.S. EQUIPMENT CORP
1234 E. NORTHWEST HWY
WOODCLIFF LAKE, NJ
PHONE: 201-391-
2/17/83
DATA COMMUNICATIONS
DUE DATE:
REMARKS:
QLS

QLS lifts your sales force to new business each week.

Most sales leads based on inquiries have let sales people down, so now few are followed up.

Sales people contact 28% of inquirers. Ignore 72%. They ignore many hot and warm leads.

This widespread sales attitude gives clients of The Qualified Lead System, QLS, hundreds of opportunities each week to beat their competitors to new business. They possess this frontline sales advantage because QLS sales leads are 100% hot and warm leads . . . 100% freshly qualified . . . 100% screened by strict client criteria . . . 100% contacted by telephone . . . 100% in receipt of client sales literature. Their sales people follow up with enthusiasm.

QLS sales leads can lift your sales force to new business each week because we excel in effective sales lead management.

QLS is state-of-the-art in high-tech inquiry handling, lead fulfillment and frontline sales notification. But, exclusively, we screen and qualify (or, equally important, disqualify) inquirers by telephone, person to person.

All marketing intelligence on the hot and warm QLS leads comes straight from prospects' mouths, and there is plenty of it. Up to 28 categories of data.

So, after your sales people beat competition to ready buyers, they know what projects and products to discuss, and can spend their time selling.

Most important, QLS is far out front in sales motivation, lead tracking to close or kill, management reporting to improve marketing productivity. We tell you—in terms of sales potential—which media pull best and which sales offices sell best. And more.

To find out more about QLS, send in the coupon at right. Or—if you can wait a little longer—circle the number for QLS on this magazine's response card. We want your inquiry.

But why wait at all?

Call 800-621-1776, toll-free. (In Illinois, 800-572-6724.) Because it is worth finding out all that you can, as fast as you can, about QLS sales lead management.

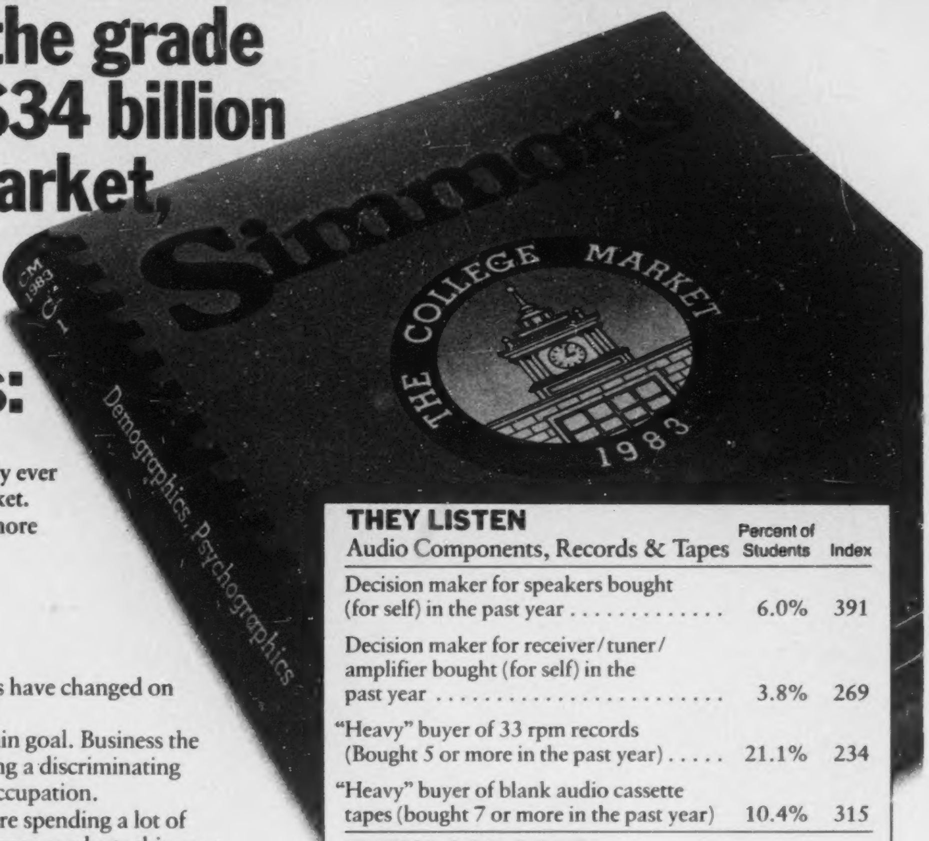
QLS YOUR FRONTLINE SALES ADVANTAGE

The Qualified Lead System
Offices: New York, Chicago, San Francisco.
A company of Independent Publications, Inc.

To: The Qualified Lead System S1
P.O. Box 10934, Chicago, IL 60610
From:
Name ____________________
Title ____________ Phone ____________
Company ____________________
Address ____________________
City ____________________
State ____________ Zip ____________
☐ Send me QLS sales literature.
☐ Have a QLS sales representative call me.

Circle No. 122 on Reader Service Card

To make the grade with the $34 billion college market,



Study this:

The most comprehensive study ever conducted on the college market. Ask Directory of Classes for more information.

In the last several years, things have changed on campus. Drastically.

"Being well off" is the main goal. Business the main course of study. Becoming a discriminating consumer an important pre-occupation.

Today, a lot of students are spending a lot of money—$34 billion on consumer products this year alone. What do they spend it on? What are their attitudes, opinions and interests? What motivates them?

The SMRB National College Market Survey is the first major syndicated research study conducted since 1980 to evaluate the depth and dimension of the high volume, highly influential college market.

The survey provides information about ownership and usage of more than 500 consumer products.

The Directory of Classes, the leading college-market publication, is happy to make information from this report available to you. Just contact Jerry Koffler, Advertising Director, (212) 725-8706 or your nearest sales representative.

DIRECTORY OF CLASSES

- 100% penetration at participating colleges
- Single largest circulation publication on college campuses
- Over 1.5 million students
- **The Official Publication** of course listings
- **Must** reading for students

1.5 million students can't go to college without it.

NEW YORK
Joan Dorbian
(212) 725-7702
Mich Soga
(212) 725-8183

CHICAGO
Richard L. Spengler
(312) 346-2600

DETROIT
Martin T. Toohey
(313) 649-1950

LOS ANGELES
Marie E. Lobaito
(213) 387-2100

ATLANTA
Herb Schmitt & Company
(404) 634-9204

THEY LISTEN

Audio Components, Records & Tapes	Percent of Students	Index
Decision maker for speakers bought (for self) in the past year	6.0%	391
Decision maker for receiver/tuner/amplifier bought (for self) in the past year	3.8%	269
"Heavy" buyer of 33 rpm records (Bought 5 or more in the past year)	21.1%	234
"Heavy" buyer of blank audio cassette tapes (bought 7 or more in the past year)	10.4%	315

THEY LOOK GOOD

Health Products	Percent of Students	Index
Personally wear contact lenses	25.2%	323
"Heavy" user of suntan/sunscreen products (used 2 or more jars/bottles/tubes in the past year)	30.2%	180

Beauty Aids	Percent of Female Students	Index
"Heavy" user of blusher (used 8 or more times in the past week	37.2%	241
"Heavy" user of mascara (used 8 or more times in the past week)	26.0%	234

THEY COMPUTE

Computers/Calculators/Typewriters	Percent of Students	Index
Own a pocket or hand-held electronic calculator	69.0%	203
Own a portable electric typewriter	30.6%	232
Own a home or personal computer	8.2%	N.A.
Own or use a home or personal computer	25.0%	N.A.

THEY PLAY

Sports Activity	Percent of Students	Index
Played tennis in the past year	41.6%	457
Went snow skiing in the past year	24.0%	414
Went backpacking in the past year	9.2%	438

THEY TALK IT UP

	Percent of Students	Index
Made four or more long distance phone calls in the past month	59.3%	N.A.

Index: Total U.S. adults (1982 SMRB Survey of Media and Markets)=100

Circle No. 131 on Reader Service Card

S&MM MARKETGRAPH

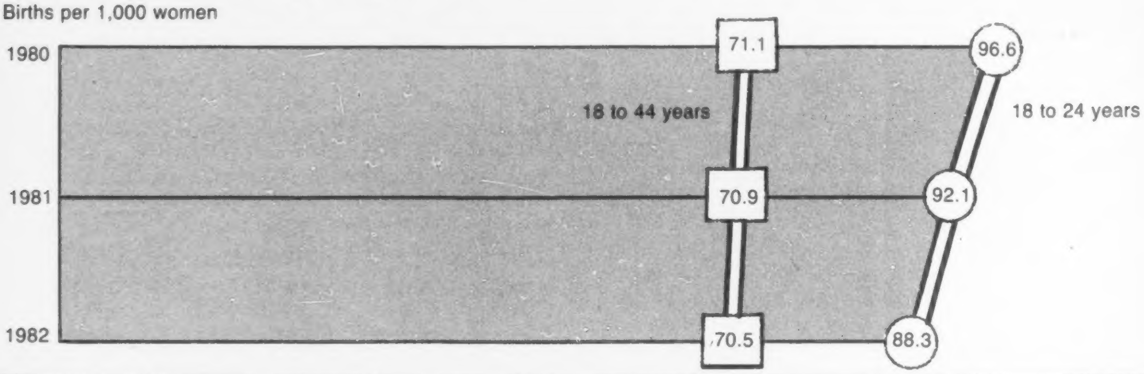
Those 18 to 24 year olds: A key to population growth

If you want a fix on long-range population growth, keep your eye on women 18 to 24 years old. Right now, they're opting for no growth. In recent years, the fertility rate (births per 1,000 women) among 18 to 24s has plunged from 96.6 to 88.3 at a time when the rate for all women 18 to 44 showed little change. As to their future plans, women in the age group plan to average only 1.9 births in their lifetime, according to the Census Bureau's latest survey. That's "below the level needed for the natural replacement of their generation," the bureau notes.

One reason, of course, is that young adults are marrying later. Median age for first marriage for males is 25.2, same as in 1910, and for women, 22.5, same as way back as 1890. More than half of all women 20 to 24 years old are single, as are almost three-fourths of the men. And there are 374,000 unmarried couples among the age group. —TCT

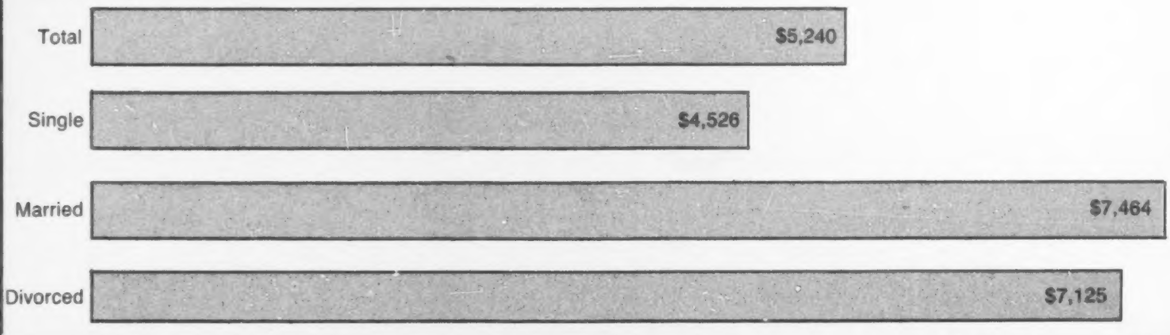
Sharper decline among young adults

Births per 1,000 women



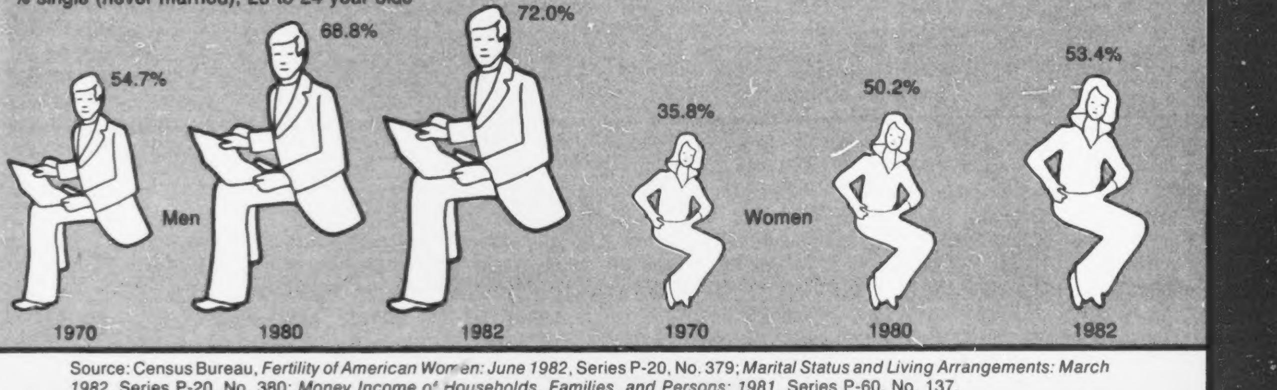
Money and marriage mix well

Median income of persons 18 to 24



Single blessedness an increasingly popular role

% single (never married), 20 to 24 year olds



Source: Census Bureau, *Fertility of American Women: June 1982*, Series P-20, No. 379; *Marital Status and Living Arrangements: March 1982*, Series P-20, No. 380; *Money Income of Households, Families, and Persons: 1981*, Series P-60, No. 137.

© Sales & Marketing Management

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are those used in the U.S. Column numbers refer to the sample tables illustrated on this and the facing page. When you use the Canadian statistics, substitute "Canada" for "U.S." Also, to facilitate usage of the two *Surveys* we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4–7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, etc. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI) divided by the number of households. Often used as in indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household avérage credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPLULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE DEALERS (Metro Ranking Table, B-51) (SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor-markets, using the boundaries of minor civil divisions (below the county level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 Census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists 756 U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1983 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP, SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57). A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-48, Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., hardware dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDER. The person so regarded by members of the household. Because, under Census rules, each household must have a head, the number of householders is always the same as the number of households. Two types of householders are recognized by the Census Bureau. A family head is a householder living with one or more persons who are related to him or her by blood or marriage. A nonfamily householder is a householder living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18–21, 46–50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO: Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are based on the 1977 Census of Retail Trade. Several broad changes in product classifications were made between the 1972 and 1977 Censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and other health aids," are now a separate category. (2) "Other health aids" are now part of "Health and beauty aids." (3) The "Radio, TV, and musical instruments" category was divided into (a) "TV" and (b) "Audio, musical equipment, and supplies." **SBP—II**

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey's* Canadian tables. Starting with the numeral 501 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its component units. **SBP, SBP—II**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every ten years following completion of

the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. Within an MSA of more than 1 million population, an area may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs can be defined within an MSA, that MSA is designated as a Consolidated Metropolitan Statistical Area (CMSA).
Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newpaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns, 2, 25, 29, 43). A market's share of the total U.S./Canada population, Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1981 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county, or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1983 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10–15, 30–38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as 2-digit major groups, such as Food Stores (SIC 54); 3-digit subgroups, such as Grocery Stores (SIC 541); and 4-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburban population. **SBP**

TELEVISION MARKET. The *Survey's* TV Markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

ANNOUNCING

COS II

IT MAKES TODAY'S SALES TRAINING PROGRAMS AS OUTDATED

SALES TRAINING

AS YESTERDAY'S NEWSPAPER!

Tratec/McGraw-Hill is pleased to announce the release of **Customer Oriented Selling II (COS II)**—a program designed to do one thing—increase your market share.

COS II will be the most effective sales training program you'll ever use. Why? Because it uses the most modern instructional technology to provide your salespeople with the skills to think and sell in the customer's terms.

The **COS II** sales system combines the powerful technique of video modeling with sales training exercises customized to your sales environment. This produces immediate transfer of the selling skills from the workshop to the job.

In addition, **COS II** includes a comprehensive management reinforcement program to assure that your sales managers will coach and reinforce the use of the program on an on-going basis.

For more information, return the attached coupon or call **Dr. Anne Coyle**, Vice President of Sales, at **1-800-421-4530** (In California) **(213) 204-3300**

COS II: Everything else is yesterday's news.

Name/Title
Company
Address State Zip
Phone No.
SMM 7-83

Tratec McGraw-Hill

Productivity through Training Technology

2999 Overland Avenue · Los Angeles, CA 90064

Circle No. 102 on Reader Service Card

Sample tables from the Survey

The numbers that appear beneath the individual column heads in the sample tables shown here are coded to the "Definition of Terms," which starts below. The definitions appear alphabetically in the Definition section, and each one is accompanied by the appropriate number that appears beneath the column headings on this page. Thus the definition for "Age Groups of Population" contains a reference to Columns 4-7. Using the code numbers in conjunction with the appropriate definition will make the individual column topics more intelligible to you and thus enhance your ability to profit from the *Survey* data.

Section C: U.S. Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

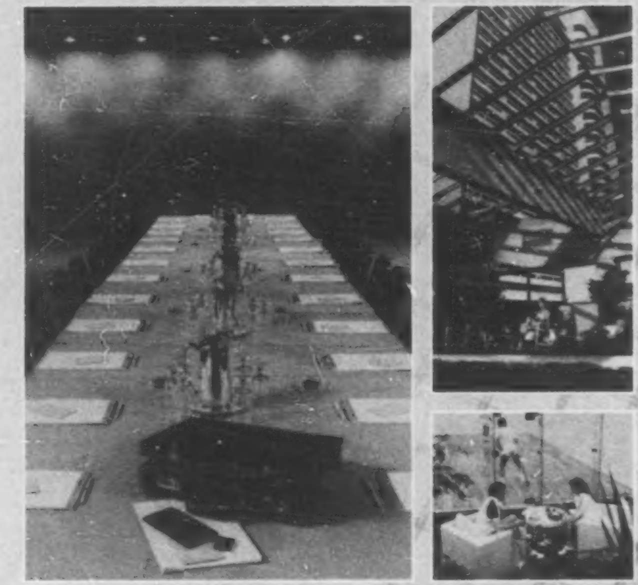
S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
			% of Hslds. by EBI Group: $10,000–$19,999 $20,000–$34,999 $35,000–$49,999 $50,000 and over								% of Hslds. by EBI Group: $10,000–$19,999 $20,000–$34,999 $35,000–$49,999 $50,000 and over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada

S&MM ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over							EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

The premier meeting hotel in Philadelphia is the premier resort hotel in Philadelphia.



We offer a choice of 22 superb meeting areas that can be tailored to your individual needs. Plus a 100-year-old tradition of meeting experience and excellence that's synonymous with the Canadian Pacific name.

CP Hotels
Franklin Plaza
17th & Race

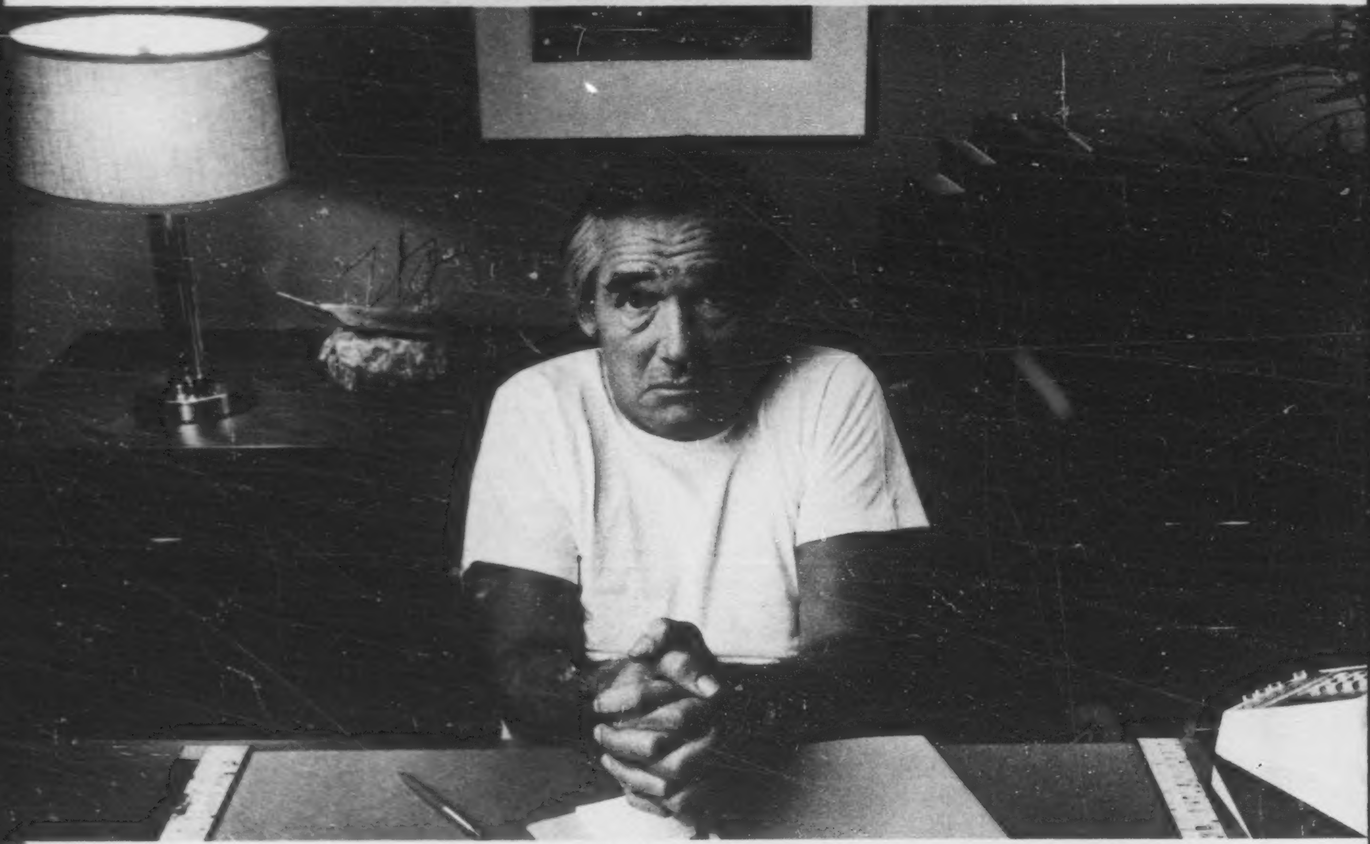
After hours, splash in the indoor pool. Enjoy the health club, and racquet sports. And there's a special excitement in each of our sparkling restaurants and lounges.

For the best meeting you've ever booked, book the Franklin Plaza. Call our Corporate Sales Manager at (215) 448-2000. Or call your nearest CP Hotels Regional Sales Office: Chicago, Los Angeles, New York, Washington, D.C., Toronto, Ottawa.

Managed by Canadian Pacific Hotels Limited for Franklin Plaza Associates.

Circle No. 104 on Reader Service Card

IF YOU DON'T KEEP A CLOSE WATCH ON CO-OP CLAIMS, YOU CAN LOSE YOUR SHIRT.



If you sign checks before you check out claims, your buttoned-up organization could be losing its shirt on co-op advertising.

There's a good chance you're paying for everything from honest errors to calculated miscalculations.

One toll-free phone call can save you from wasting another co-op dollar. All you have to do is dial ACB, the world's leading co-op management service.

ACB handles over one and a half million co-op claims annually for nearly 800 co-op programs in virtually all industries. Actually, we look at over 2 billion dollars worth of co-op advertising in all media each year.

So, nobody's bigger. And when it comes to making positively certain you get what you pay for, nobody's better.

We read every ad in every daily and Sunday newspaper in America—all 1,760 of them. We don't have to guesstimate what time and space costs. Or what volume rates your retailers are earning. We know.

Our computerized system is programmed to spot duplicate claims, calculate media expenditures and generate financial, sales and marketing reports. It can even pay the bills.

If you'd like to save dollars with a service that costs you cents, call us toll-free at 1-800-847-4600. (In New York, saving all that money will cost you a dime. Call us at 212-685-7300.) ACB will make sure you never have to give someone the shirt off your back.

ACB
CO-OP MANAGEMENT
SERVICE. ACB

The Advertising Checking Bureau, Inc.
2 Park Avenue, New York, 10016.
Chicago • Columbus • Memphis • San Francisco • Orlando

Circle No. 103 on Reader Service Card

Data in this Survey of Buying Power are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

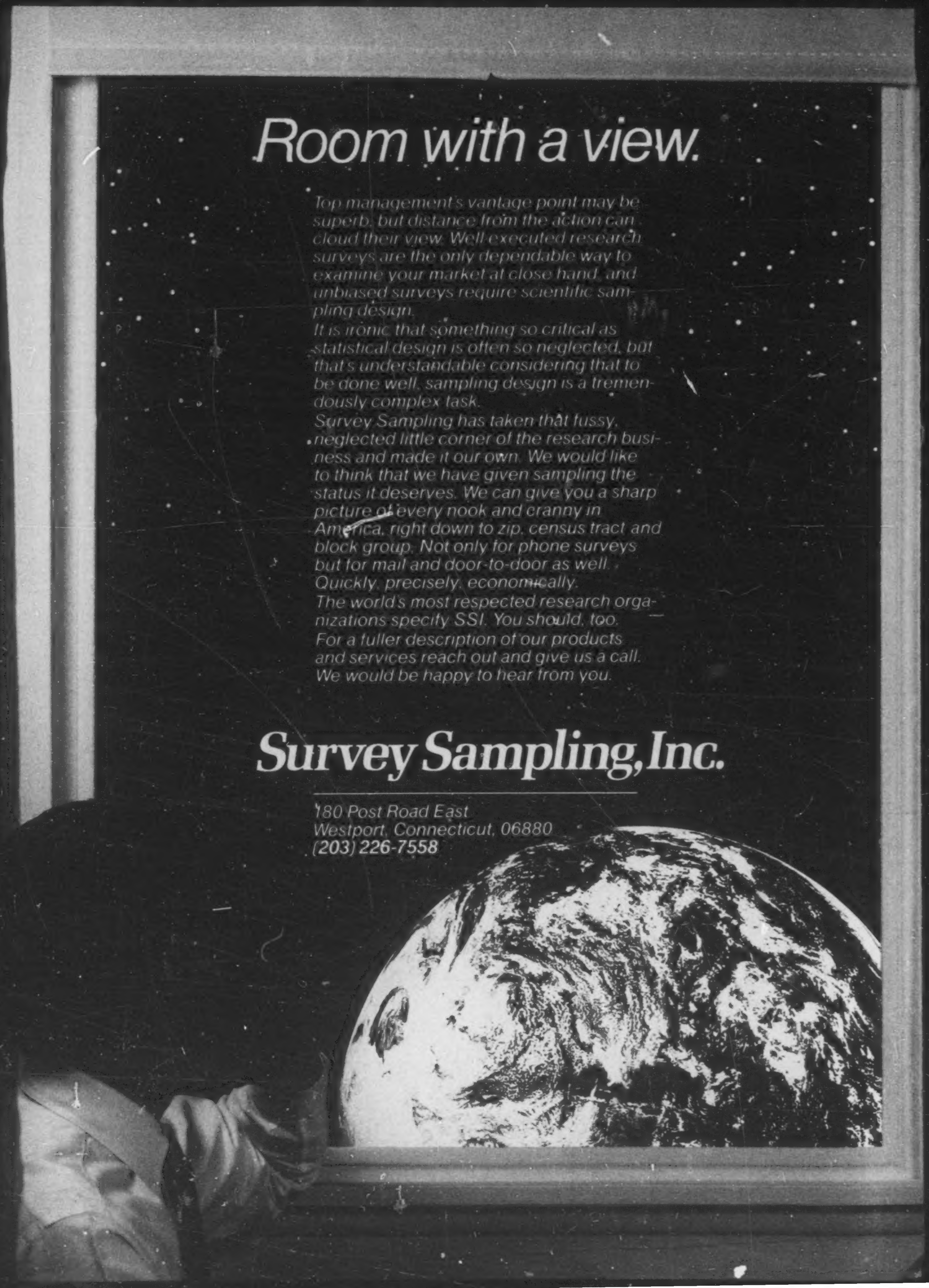
NATIONAL, REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

National, regional, and state summaries

Population and households B-3
Effective Buying Income B-5
Retail sales B-7

S&MM metropolitan market rankings

Population B-9
Households B-11
Suburban population B-13
Suburban Effective Buying Income B-15
Spanish-origin population B-17
Homeowner households B-18
Black population B-21
Children under 6 years old B-22
Children 6 to 17 years old B-23
Population 35 to 49 years old B-24
Effective Buying Income (EBI) B-27
Median household EBI B-28
Households with EBI of $50,000 and over B-31
Total retail sales B-33
Per household retail sales B-35
Buying Power Index (BPI) B-37
Automotive dealer sales B-39
Food store sales B-41
Eating and drinking place sales B-43
General merchandise store sales B-45
Apparel and accessories store sales B-47
Gasoline service station sales B-48
Furniture/home furnishings/appliance stores sales B-49
Building materials and hardware store sales B-51
Drugstore sales B-52



Room with a view.

Top management's vantage point may be superb, but distance from the action can cloud their view. Well-executed research surveys are the only dependable way to examine your market at close hand, and unbiased surveys require scientific sampling design.

It is ironic that something so critical as statistical design is often so neglected, but that's understandable considering that to be done well, sampling design is a tremendously complex task.

Survey Sampling has taken that fussy, neglected little corner of the research business and made it our own. We would like to think that we have given sampling the status it deserves. We can give you a sharp picture of every nook and cranny in America, right down to zip, census tract and block group. Not only for phone surveys but for mail and door-to-door as well. Quickly, precisely, economically.

The world's most respected research organizations specify SSI. You should, too.

For a fuller description of our products and services reach out and give us a call. We would be happy to hear from you.

Survey Sampling, Inc.

180 Post Road East
Westport, Connecticut, 06880
(203) 226-7558

1982 REGIONAL AND STATE SUMMARIES OF POPULATION

ESTIMATES				Population by Age Group						
REGION State	12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/82 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,496.6**	**5.3564**	**32.2**	**3,141.0**	**1,601.0**	**2,101.4**	**2,146.0**	**3,507.2**	**4,556.0**	**5.3560**
Connecticut	3,134.1	1.3434	32.9	783.5	377.6	515.9	570.2	886.9	1,140.8	1.3411
Maine	1,148.3	.4922	31.5	310.9	140.1	189.9	193.1	314.3	416.5	.4897
Massachusetts	5,765.0	2.4711	32.2	1,416.3	762.7	976.8	969.6	1,639.6	2,105.8	2.4755
New Hampshire	970.1	.4158	31.0	257.5	123.2	172.5	170.3	246.6	351.8	.4136
Rhode Island	956.0	.4097	32.8	232.0	126.9	153.5	154.3	289.3	352.4	.4143
Vermont	523.1	.2242	30.4	140.8	70.5	92.8	88.5	130.5	188.7	.2218
MIDDLE ATLANTIC ...	**36,810.1**	**15.7782**	**32.9**	**9,289.9**	**4,404.5**	**5,948.8**	**6,500.3**	**10,666.6**	**13,479.1**	**15.8460**
New Jersey	7,431.3	3.1854	33.0	1,901.3	854.4	1,196.3	1,366.9	2,112.4	2,641.0	3.1047
New York	17,509.6	7.5052	32.8	4,425.6	2,089.5	2,884.7	3,138.1	4,971.7	6,501.1	7.6427
Pennsylvania	11,869.2	5.0876	33.1	2,963.0	1,460.6	1,867.8	1,995.3	3,582.5	4,337.0	5.0986
EAST NORTH CENTRAL	**41,929.9**	**17.9728**	**30.7**	**11,536.1**	**5,441.8**	**7,039.4**	**7,157.1**	**10,755.5**	**15,140.8**	**17.7995**
Illinois	11,489.5	4.9249	31.0	3,097.8	1,475.0	1,942.7	1,986.9	2,987.1	4,157.9	4.8880
Indiana	5,544.1	2.3764	30.4	1,554.0	723.0	920.1	949.4	1,397.6	1,995.1	2.3454
Michigan	9,261.2	3.9697	30.0	2,614.8	1,225.5	1,579.3	1,575.8	2,265.8	3,288.2	3.8656
Ohio	10,838.3	4.6457	31.0	2,954.4	1,381.9	1,801.6	1,859.8	2,840.6	3,959.9	4.6553
Wisconsin	4,796.8	2.0561	30.6	1,315.1	636.4	795.7	785.2	1,264.4	1,739.7	2.0452
WEST NORTH CENTRAL	**17,507.0**	**7.5040**	**31.1**	**4,701.4**	**2,290.4**	**2,873.9**	**2,877.3**	**4,764.0**	**6,491.5**	**7.6315**
Iowa	2,943.7	1.2617	31.3	792.6	381.6	472.5	471.2	825.8	1,090.6	1.2821
Kansas	2,415.1	1.0352	31.3	630.0	325.0	398.4	394.2	667.5	915.4	1.0762
Minnesota	4,177.7	1.7907	30.4	1,143.5	555.0	721.1	697.0	1,061.1	1,528.8	1.7973
Missouri	4,990.5	2.1392	32.0	1,313.4	626.5	795.1	848.5	1,407.0	1,860.0	2.1866
Nebraska	1,600.4	.6860	31.0	433.6	209.1	264.6	258.2	434.9	598.0	.7031
North Dakota	675.3	.2894	29.5	188.3	98.4	112.6	101.9	174.1	243.6	.2863
South Dakota	704.3	.3018	30.2	200.0	94.8	109.6	106.3	193.6	255.1	.2999
SOUTH ATLANTIC	**38,611.9**	**16.5507**	**31.7**	**10,005.5**	**4,914.8**	**6,511.6**	**6,786.0**	**10,394.0**	**14,147.1**	**16.6313**
Delaware	607.0	.2602	30.9	161.5	82.7	101.1	108.0	153.7	218.0	.2563
District of Columbia .	613.0	.2628	32.1	129.8	90.1	122.0	106.9	164.2	249.2	.2929
Florida	10,573.5	4.5321	35.8	2,411.7	1,195.0	1,586.0	1,737.0	3,643.8	4,159.2	4.8896
Georgia	5,693.0	2.4403	29.7	1,630.7	740.9	1,011.7	1,021.3	1,288.4	2,004.8	2.3568
Maryland	4,278.1	1.8338	31.2	1,121.9	542.9	767.0	810.4	1,035.9	1,528.5	1.7969
North Carolina	6,073.8	2.6035	30.7	1,622.9	826.0	1,037.5	1,079.5	1,507.9	2,186.7	2.5707
South Carolina	3,244.3	1.3907	29.3	931.2	452.0	560.4	557.1	743.6	1,104.3	1.2982
Virginia	5,541.7	2.3754	30.7	1,452.9	744.1	1,001.6	1,039.3	1,303.6	1,982.8	2.3310
West Virginia	1,987.5	.8519	31.5	542.9	241.1	324.3	326.5	552.7	713.6	.8389
EAST SOUTH CENTRAL	**15,079.4**	**6.4635**	**30.4**	**4,258.5**	**1,946.0**	**2,462.7**	**2,570.1**	**3,842.1**	**5,333.3**	**6.2698**
Alabama	3,991.8	1.7110	30.5	1,132.3	513.7	639.8	680.4	1,025.6	1,415.3	1.6638
Kentucky	3,750.3	1.6075	30.3	1,055.5	490.1	624.8	633.2	946.7	1,327.5	1.5606
Mississippi	2,589.8	1.1100	29.0	796.8	338.8	397.2	412.1	644.9	870.7	1.0236
Tennessee	4,747.5	2.0350	31.2	1,273.9	603.4	800.9	844.4	1,224.9	1,719.8	2.0218
WEST SOUTH CENTRAL	**25,202.1**	**10.8025**	**29.6**	**7,238.2**	**3,369.2**	**4,338.2**	**4,277.4**	**5,979.1**	**9,023.2**	**10.6077**
Arkansas	2,343.7	1.0046	31.8	652.1	276.7	357.8	388.1	669.0	854.3	1.0044
Louisiana	4,373.4	1.8746	28.6	1,319.6	603.6	739.2	716.4	994.6	1,516.7	1.7830
Oklahoma	3,187.8	1.3664	31.3	856.6	411.0	520.9	546.1	853.2	1,204.3	1.4158
Texas	15,297.2	6.5569	29.3	4,409.9	2,077.9	2,720.3	2,626.8	3,462.3	5,447.9	6.4045
MOUNTAIN	**12,253.4**	**5.2522**	**29.1**	**3,552.7**	**1,658.8**	**2,235.1**	**2,083.0**	**2,723.8**	**4,424.3**	**5.2011**
Arizona	2,973.0	1.2744	30.4	822.9	392.4	505.0	493.8	758.9	1,081.3	1.2711
Colorado	3,099.4	1.3285	29.6	824.9	435.3	635.2	558.4	645.6	1,176.0	1.3825
Idaho	993.9	.4260	28.7	308.5	125.9	170.5	163.7	225.3	348.5	.4097
Montana	814.1	.3489	30.2	228.1	104.9	143.4	137.8	199.9	302.6	.3557
Nevada	887.3	.3803	31.2	226.6	113.6	167.2	175.1	204.8	348.3	.4094
New Mexico	1,391.7	.5965	28.6	425.3	184.7	241.4	236.8	303.5	491.1	.5774
Utah	1,580.0	.6773	24.9	563.6	228.6	271.0	231.2	285.6	491.3	.5776
Wyoming	514.0	.2203	28.0	152.8	73.4	101.4	86.2	100.2	185.2	.2177
PACIFIC	**33,407.9**	**14.3197**	**30.8**	**8,636.6**	**4,429.7**	**6,257.9**	**5,951.0**	**8,132.7**	**12,467.7**	**14.6571**
Alaska	454.0	.1946	26.9	140.8	65.5	106.4	88.0	53.3	156.3	.1838
California	24,912.0	10.6781	30.9	6,383.2	3,327.1	4,634.4	4,462.7	6,104.6	9,296.1	10.9285
Hawaii	1,011.0	.4333	29.4	274.9	145.0	195.7	175.6	219.8	318.1	.3740
Oregon	2,719.0	1.1655	31.2	708.9	330.8	514.8	466.5	698.0	1,049.8	1.2341
Washington	4,311.9	1.8482	30.8	1,128.8	561.3	806.6	758.2	1,057.0	1,647.4	1.9367
TOTAL UNITED STATES	**233,298.3**	**100.0000**	31.1	**62,359.9**	**30,056.2**	**39,769.0**	**40,348.2**	**60,765.0**	**85,063.0**	**100.0000**

Put Your Brand On Oklahoma City, The Nation's 16th Largest Food Market!

Brand Oklahoma City. It's a red hot market. Count all the food dollars spent in our 58-county Primary Marketing Area (PMA) and Oklahoma City delivers more sales potential than all but 15 of the Top Metro Areas. . . or 21 of the nation's ADIs.

Why compare our PMA with other Metros and ADIs? Because we know you want to reach the most food customers possible with every advertising dollar. . . and The Oklahoman and Times delivers the whole PMA better than most newspapers cover their Metros and ADIs.

Readership is high with nearly 300,000 daily circulation. Check for yourself in either the 40 market SMRB or 50 market Scarborough national syndicated newspaper studies.

Position YOUR brand in the Oklahoma City market. . . where you get more return on your advertising investment.

Source: Sales & Marketing Management Survey of Buying Power, 1982; ABC AUDIT September 30, 1982.

THE OKLAHOMAN AND TIMES

Call (405) 231-3394 or contact your nearest Sawyer Ferguson Walker Office

1982 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1982 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**124,236,107**	**5.7259**	**9,942**	**27,269**	**23,822**	**806.5**	**1,062.4**	**1,472.3**	**779.8**	**435.0**
Connecticut	35,961,077	1.6574	11,474	31,523	27,661	159.4	223.4	361.0	233.4	163.6
Maine	8,922,613	.4112	7,770	21,423	18,659	94.6	130.1	135.3	42.3	14.2
Massachusetts	57,340,314	2.6428	9,946	27,230	24,171	381.1	472.1	676.0	375.6	201.0
New Hampshire	8,946,465	.4123	9,222	25,431	22,582	60.4	91.1	122.7	53.8	23.8
Rhode Island	8,851,861	.4080	9,259	25,119	22,006	72.0	86.7	115.9	53.6	24.2
Vermont	4,213,777	.1942	8,055	22,331	19,361	39.0	59.0	61.4	21.1	8.2
MIDDLE ATLANTIC	**369,668,716**	**17.0379**	**10,043**	**27,425**	**23,908**	**2,504.6**	**3,059.9**	**4,153.3**	**2,345.0**	**1,416.3**
New Jersey	81,003,002	3.7335	10,900	30,671	27,286	402.9	523.6	790.8	542.5	381.2
New York	178,848,219	8.2430	10,214	27,510	23,673	1,269.2	1,467.9	1,913.8	1,124.9	725.3
Pennsylvania	109,817,495	5.0614	9,252	25,321	22,483	832.5	1,068.4	1,448.7	677.6	309.8
EAST NORTH CENTRAL	**392,230,409**	**18.0779**	**9,354**	**25,906**	**23,266**	**2,821.9**	**3,562.3**	**5,066.5**	**2,536.7**	**1,153.4**
Illinois	116,910,634	5.3884	10,175	28,118	25,146	734.3	879.9	1,315.9	787.8	440.0
Indiana	46,190,456	2.1289	8,331	23,152	20,863	405.5	545.1	696.6	258.5	89.4
Michigan	87,080,839	4.0136	9,403	26,483	24,156	597.5	734.0	1,088.0	601.5	267.2
Ohio	100,154,819	4.6161	9,241	25,292	22,860	756.4	944.7	1,348.9	641.3	268.6
Wisconsin	41,893,661	1.9309	8,734	24,081	21,799	328.2	458.6	617.1	247.6	88.2
WEST NORTH CENTRAL	**158,582,184**	**7.3091**	**9,058**	**24,429**	**21,244**	**1,351.5**	**1,693.8**	**2,075.1**	**946.7**	**424.4**
Iowa	26,575,919	1.2249	9,028	24,368	21,541	215.8	286.5	364.0	157.4	66.9
Kansas	23,188,199	1.0687	9,601	25,331	21,774	180.6	236.9	292.8	137.3	67.8
Minnesota	38,985,017	1.7968	9,332	25,500	22,699	287.9	377.0	505.4	249.2	109.3
Missouri	43,293,294	1.9954	8,675	23,276	19,980	432.3	498.7	570.6	250.9	107.5
Nebraska	14,644,769	.6750	9,151	24,490	21,131	123.2	158.7	190.7	84.5	40.9
North Dakota	6,211,381	.2863	9,198	25,498	21,827	47.6	63.2	76.9	37.3	18.6
South Dakota	5,683,605	.2620	8,070	22,280	18,588	64.1	72.8	74.7	30.1	13.4
SOUTH ATLANTIC	**333,627,057**	**15.3767**	**8,641**	**23,583**	**19,935**	**3,164.6**	**3,933.0**	**4,332.1**	**1,809.7**	**907.7**
Delaware	5,789,974	.2669	9,539	26,560	23,552	38.1	52.7	70.9	36.9	19.4
District of Columbia	7,344,627	.3385	11,981	29,473	23,416	48.7	56.8	69.2	38.7	35.8
Florida	96,751,913	4.4593	9,150	23,262	19,007	965.9	1,222.8	1,204.6	493.6	272.3
Georgia	44,837,363	2.0665	7,876	22,365	18,960	500.9	555.8	601.3	239.2	107.6
Maryland	43,626,056	2.0107	10,198	28,542	25,671	234.8	330.7	497.1	297.7	168.2
North Carolina	46,181,325	2.1285	7,603	21,119	18,170	538.7	671.4	680.4	216.1	80.1
South Carolina	23,411,453	1.0790	7,216	21,200	18,301	277.9	327.4	347.1	111.5	40.4
Virginia	50,739,866	2.3386	9,156	25,590	22,122	372.0	513.3	639.6	300.6	157.3
West Virginia	14,944,480	.6887	7,519	20,942	18,237	187.6	202.1	221.9	75.4	26.6
EAST SOUTH CENTRAL	**113,072,413**	**5.2114**	**7,498**	**21,201**	**17,742**	**1,489.8**	**1,487.2**	**1,536.5**	**577.9**	**241.9**
Alabama	29,139,692	1.3430	7,300	20,589	17,356	411.1	392.8	405.9	148.6	56.9
Kentucky	27,804,161	1.2815	7,414	20,945	17,733	367.4	374.4	390.9	142.3	52.5
Mississippi	17,200,155	.7927	6,641	19,754	16,019	276.6	249.4	228.7	81.2	34.8
Tennessee	38,928,405	1.7942	8,200	22,635	18,969	434.7	470.6	511.0	205.8	97.7
WEST SOUTH CENTRAL	**227,966,278**	**10.5070**	**9,046**	**25,264**	**21,235**	**2,017.9**	**2,238.6**	**2,664.6**	**1,350.8**	**751.3**
Arkansas	16,725,176	.7709	7,136	19,578	16,127	258.7	261.1	230.0	73.8	30.7
Louisiana	36,937,670	1.7025	8,446	24,354	20,471	386.5	356.6	432.7	223.1	117.8
Oklahoma	29,100,231	1.3412	9,129	24,164	20,288	279.7	314.1	361.1	166.4	83.0
Texas	145,203,201	6.6924	9,492	26,653	22,643	1,093.0	1,306.8	1,640.8	887.5	519.8
MOUNTAIN	**106,229,919**	**4.8960**	**8,669**	**24,011**	**20,972**	**882.0**	**1,218.9**	**1,444.8**	**611.8**	**266.8**
Arizona	25,128,299	1.1582	8,452	23,239	20,097	228.1	309.8	345.8	138.5	59.1
Colorado	30,260,316	1.3947	9,763	25,732	22,589	210.5	302.0	389.8	185.0	88.7
Idaho	7,658,288	.3529	7,705	21,975	19,222	76.5	105.5	112.4	39.9	14.2
Montana	6,764,717	.3118	8,309	22,355	19,598	67.9	86.7	98.1	36.1	13.8
Nevada	8,874,982	.4090	10,002	25,481	22,121	60.1	95.2	115.9	52.1	25.0
New Mexico	10,633,981	.4901	7,641	21,653	18,352	124.3	142.5	143.9	55.9	24.5
Utah	11,773,947	.5426	7,452	23,965	21,705	85.7	136.6	176.2	68.5	24.3
Wyoming	5,135,389	.2367	9,991	27,729	25,446	28.9	40.6	62.7	35.8	17.2
PACIFIC	**344,066,354**	**15.8581**	**10,299**	**27,597**	**23,755**	**2,214.1**	**2,974.1**	**3,820.6**	**2,151.1**	**1,307.8**
Alaska	5,417,770	.2497	11,933	34,663	30,596	20.7	28.4	40.4	33.9	32.9
California	261,868,372	12.0694	10,512	28,170	24,260	1,610.4	2,178.0	2,808.2	1,655.2	1,044.3
Hawaii	9,866,336	.4548	9,759	31,016	26,783	41.8	71.8	95.4	64.6	44.5
Oregon	23,298,498	1.0739	8,569	22,193	19,571	232.9	304.7	344.9	122.6	44.7
Washington	43,615,378	2.0103	10,115	26,475	23,277	308.3	391.2	531.7	274.8	141.4
TOTAL UNITED STATES	**2,169,679,437**	**100.0000**	**9,300**	**25,507**	**22,000**	**17,252.9**	**21,230.2**	**26,565.8**	**13,109.5**	**6,904.6**

With or without coupons, you get fast response in Sunset.

Tuck a quiet little offer in your body copy, design a coupon or bind in a pop-up card -- no matter what device you choose, you will get fast response when you advertise in Sunset. It works for any product from raviolis and travel to redwood decks and whirlpool spas.

SWITZERLAND. IT'S WORTH IT.

Swissair/Swiss National Tourist Office 4-color page, in-copy offer.
That small tag-line in the ad generated 1,200 responses. The conversion rate: 50%. No destination in the world is too far off-track for Sunset's travel-minded readers.

TAKE OUR FREE ADVICE

ON YOUR NEXT VACATION ... FROM THE PEOPLE OF OREGON

MAIL REPLY CARD TODAY

SEE TRAVEL DIRECTORY SECTION, this issue, for Oregon Packages.

Oregon Department of Transportation 4-color page plus pop-up card.
From Day One the cards started coming, and kept coming for months thereafter. The total was 33,000 responses. Did they generate business? Sure did. The conversion rate: a solid 54%.

Your redwood dream deck. Now it can be different from anyone else's redwood dream deck.

California Redwood Association 4-color page with on-page coupon.
Nothing free on this page. In response to this one ad, 1,141 Sunset readers were willing to lay out $5 each for a Redwood Deck Plans Kit. Six months later, the very same ad brought in another 1,085 five-dollar responses.

Try this coupon.

Sunset Magazine
Marketing Director
Menlo Park, CA 94025

What can you do for my product(s) that other Western media can't?

Name____

Company____

Address____

City________________ State______ Zip__________

Actually, you don't have to include an "offer" in your ads to experience Sunset's market impact. If you want to know how well the "other kind" work, ask any Sunset advertiser. Better still, ask the advertiser's Western retailers. Where the action is.

1982 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

[illegible] ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1982 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**63,608,986**	**5.7787**	**13,962**	**15,952,764**	**6,624,066**	**7,277,517**	**2,627,977**	**7,262,738**	**1,945,800**	**108**	**5.6679**	**106**
Connecticut	15,533,996	1.4112	13,617	3,789,236	1,561,756	1,730,884	710,631	1,799,918	456,344	105	1.5208	113
Maine	5,667,998	.5149	13,609	1,400,290	505,414	611,311	190,540	773,219	191,843	105	.4587	93
Massachusetts	30,513,996	2.7721	14,490	7,707,427	3,420,655	3,727,424	1,253,461	3,192,184	965,626	112	2.6472	107
New Hampshire	5,289,996	.4806	15,037	1,436,126	487,473	517,965	238,117	707,366	140,758	116	.4335	104
Rhode Island	4,078,999	.3706	11,575	999,519	419,634	484,050	143,691	466,103	123,322	90	.3970	97
Vermont	2,524,001	.2293	13,376	620,166	229,134	205,883	91,537	323,948	67,907	102	.2107	94
MIDDLE ATLANTIC	**162,886,087**	**14.7977**	**12,084**	**42,893,689**	**16,019,965**	**18,731,813**	**7,460,160**	**22,655,023**	**4,289,364**	**94**	**16.1138**	**102**
New Jersey	35,925,963	3.2638	13,603	9,651,366	3,440,458	3,659,002	1,695,397	5,194,034	742,020	102	3.4828	109
New York	75,334,984	6.8439	11,588	20,616,552	7,893,955	8,796,456	3,561,981	8,983,282	2,177,478	91	7.6758	102
Pennsylvania	51,625,140	4.6900	11,903	12,625,771	4,685,552	6,276,355	2,202,782	8,477,707	1,369,866	92	4.9552	97
EAST NORTH CENTRAL	**191,045,475**	**17.3561**	**12,618**	**45,139,567**	**19,470,029**	**27,209,394**	**7,489,610**	**28,167,545**	**7,461,468**	**97**	**17.8405**	**99**
Illinois	53,308,896	4.8430	12,821	12,220,268	5,667,972	7,279,590	2,190,690	7,691,562	2,113,672	98	5.1320	104
Indiana	25,316,193	2.2999	12,689	5,957,065	2,507,507	3,281,002	883,664	3,912,515	1,163,332	97	2.2298	94
Michigan	44,462,983	4.0394	13,522	9,948,459	4,404,132	7,013,174	1,806,778	6,937,631	1,830,271	102	4.0126	101
Ohio	47,760,986	4.3390	12,061	12,134,650	4,482,732	6,967,476	1,788,957	6,959,950	1,698,247	93	4.5389	98
Wisconsin	20,196,417	1.8348	11,609	4,879,125	2,407,686	2,668,152	819,521	2,665,887	655,946	89	1.9272	94
WEST NORTH CENTRAL	**84,930,793**	**7.7156**	**13,083**	**18,866,641**	**8,611,605**	**11,033,961**	**3,228,388**	**14,174,090**	**2,572,421**	**103**	**7.4701**	**100**
Iowa	14,088,205	1.2799	12,918	3,289,385	1,391,821	1,821,204	568,871	2,367,687	449,057	101	1.2487	99
Kansas	11,477,322	1.0427	12,538	2,491,303	1,166,243	1,550,154	486,619	2,076,959	300,554	101	1.0543	102
Minnesota	20,659,790	1.8768	13,514	4,331,926	2,099,540	2,665,619	765,384	3,108,144	649,986	105	1.8196	102
Missouri	24,114,389	2.1907	12,965	5,676,291	2,423,053	3,372,225	828,368	4.113,365	710,745	102	2.0829	97
Nebraska	7,826,919	.7110	13,088	1,713,969	845,167	979,972	331,041	1,310,274	218,882	104	.6880	100
North Dakota	3,349,918	.3043	13,752	628,839	336,471	340,754	120,073	636,370	110,281	105	.2923	101
South Dakota	3,414,250	.3102	13,384	734,928	349,310	304,033	128,032	561,291	132,916	103	.2843	94
SOUTH ATLANTIC	**181,490,123**	**16.4880**	**12,829**	**41,806,058**	**16,680,263**	**22,798,967**	**7,728,586**	**32,856,570**	**6,747,523**	**100**	**15.9451**	**96**
Delaware	2,983,000	.2710	13,683	718,336	243,655	481,799	123,541	431,745	107,506	104	.2668	103
District of Columbia	2,753,999	.2502	11,051	511,577	560,598	201,428	122,738	210,681	135,472	95	.2969	113
Florida	54,671,728	4.9668	13,145	11,943,137	5,597,168	6,998,162	2,590,331	9,954,446	2,037,207	110	4.6260	102
Georgia	24,802,847	2.2533	12,372	5,676,023	2,284,184	3,197,829	850,722	4,719,119	872,966	92	2.1974	90
Maryland	22,252,683	2.0216	14,559	5,386,046	1,991,280	2,894,445	840,410	3,719,745	837,165	110	1.9785	108
North Carolina	24,879,632	2.2603	11,378	5,801,531	2,039,230	2,824,740	1,213,298	4,793,271	971,927	87	2.2631	87
South Carolina	12,810,781	1.1638	11,601	3,021,871	1,119,657	1,523,194	513,533	2,308,708	466,434	84	1.1669	84
Virginia	26,988,928	2.4519	13,612	6,258,631	2,244,128	3,398,728	1,119,436	4,924,800	990,548	103	2.3800	100
West Virginia	9,346,525	.8491	13,098	2,488,906	600,363	1,278,642	354,577	1,794,055	328,298	100	.7695	90
EAST SOUTH CENTRAL	**61,210,057**	**5.5608**	**11,477**	**16,407,222**	**4,871,187**	**8,590,602**	**2,512,800**	**9,173,241**	**2,136,888**	**86**	**5.5665**	**86**
Alabama	15,730,495	1.4291	11,115	3,889,430	1,227,317	2,304,780	661,392	2,431,721	559,983	84	1.4424	84
Kentucky	16,639,194	1.5116	12,534	4,673,333	1,353,109	2,047,261	694,046	2,331,033	600,983	94	1.4156	88
Mississippi	9,248,274	.8402	10,622	2,830,072	653,595	1,291,153	340,604	1,386,724	329,464	76	.8704	78
Tennessee	19,592,094	1.7799	11,392	5,014,387	1,637,166	2,947,408	816,758	3,023,763	646,458	87	1.8381	90
WEST SOUTH CENTRAL	**126,568,994**	**11.4983**	**14,027**	**30,939,151**	**10,597,519**	**15,490,130**	**5,251,705**	**25,477,505**	**3,602,745**	**106**	**10.8635**	**101**
Arkansas	10,021,574	.9104	11,731	2,537,428	668,714	1,304,415	325,851	2,009,517	310,312	91	.8595	86
Louisiana	18,371,505	1.6690	12,113	5,136,908	1,468,972	2,326,468	771,336	3,297,763	579,100	89	1.7268	92
Oklahoma	15,444,403	1.4030	12,824	4,004,294	1,172,553	1,757,834	684,749	3,349,270	351,432	103	1.3648	100
Texas	82,731,512	7.5159	15,186	19,260,521	7,287,280	10,101,413	3,469,769	16,820,955	2,361,901	115	6.9124	105
MOUNTAIN	**59,230,674**	**5.3809**	**13,388**	**14,490,957**	**5,078,227**	**6,834,907**	**2,922,661**	**10,348,275**	**1,707,577**	**102**	**5.1127**	**97**
Arizona	12,623,047	1.1468	11,674	3,467,777	1,113,175	1,487,868	691,918	2,103,070	394,840	90	1.1780	92
Colorado	16,024,183	1.4557	13,626	3,998,766	1,508,025	1,841,123	755,317	2,783,909	326,009	110	1.3998	105
Idaho	4,598,546	.4177	13,195	1,181,262	350,867	460,746	244,489	841,461	116,789	98	.3870	91
Montana	4,409,996	.4007	14,574	993,718	365,802	436,302	205,054	756,831	164,155	115	.3457	99
Nevada	5,629,999	.5115	16,164	1,129,431	506,076	631,181	240,893	983,337	333,145	134	.4341	114
New Mexico	6,465,879	.5874	13,166	1,585,740	569,033	724,148	301,469	1,219,691	153,731	98	.5406	91
Utah	6,337,618	.5757	12,900	1,448,379	416,723	1,021,707	352,924	1,136,474	146,120	85	.5795	86
Wyoming	3,141,406	.2854	16,962	685,884	248,526	221,832	130,597	523,502	72,788	130	.2480	113
PACIFIC	**169,778,560**	**15.4239**	**13,617**	**41,856,449**	**19,530,901**	**21,696,754**	**6,883,612**	**22,554,428**	**6,768,065**	**108**	**15.4199**	**108**
Alaska	2,956,878	.2686	18,918	828,285	463,569	368,278	64,518	235,026	138,220	138	.2444	126
California	125,578,730	11.4085	13,509	31,628,718	13,900,994	15,663,793	5,240,398	16,792,424	4,880,658	107	11.5928	109
Hawaii	5,034,998	.4574	15,828	1,054,969	783,918	924,210	100,974	465,389	313,874	106	.4512	104
Oregon	14,487,767	1.3162	13,801	3,033,269	1,669,800	2,324,149	621,124	2,141,351	509,561	113	1.1649	100
Washington	21,720,187	1.9732	13,185	5,311,208	2,712,620	2,416,324	856,598	2,920,238	925,752	107	1.9666	106
TOTAL UNITED STATES	**1,100,749,749**	**100.0000**	**12,940**	**268,352,498**	**107,483,762**	**139,654,045**	**46,105,499**	**172,669,415**	**37,231,851**	**100**	**100.0000**	**100**

Gannett Newspapers Advertising Sales Puts ALL THE PIECES TOGETHER FOR YOUR NATIONAL NEWSPAPER BUY.

- ☐ SAU'S
- ☐ NEWSPLAN
- ☐ GANNETT COMPUTER CO-OP
- ☐ AUTOMATED ORDER RESERVATION
- ☐ SYNDICATED RESEARCH
- ☐ SATELLITE TRANSMISSION
- ☐ RESEARCH/-ON LINE SERVICES
- ☐ NEWSPAPER NETWORK BUYS.

THE GANNETT COMPANY NOW HAS 86 DAILY NEWSPAPERS, INCLUDING 41 IN THE TOP 50 ADI'S AND 45 MORE IN LUCRATIVE MARKETS YOU DON'T WANT TO MISS. LET US HELP YOU PREPARE AND PRICE OUT A SCHEDULE.

GANNETT

GANNETT NEWSPAPER ADVERTISING SALES

ATLANTA 404-233-9466	NEW YORK 212-715-5300	CHICAGO 312-527-0550	DALLAS 214-688-0441
DETROIT 313-642-0700	LOS ANGELES 213-384-0088	PHILADELPHIA 215-667-3961	SAN FRANCISCO 415-433-4310

S&MM METRO MARKET RANKING

POPULATION

Area	(Thous.)	Rank
New York	8,118.3	1
Los Angeles - Long Beach	7,642.9	2
Chicago	6,029.1	3
Philadelphia	4,685.9	4
Detroit	4,419.8	5
Boston - Lawrence - Salem - Lowell - Brockton	3,656.5	6
Washington	3,316.1	7
Houston	3,028.0	8
Nassau - Suffolk	2,637.4	9
Atlanta	2,262.4	10
Baltimore	2,223.8	11
Minneapolis - St. Paul	2,193.6	12
Pittsburgh	2,181.9	13
Dallas	2,090.8	14
Anaheim - Santa Ana	2,089.6	15
San Diego	1,996.4	16
Newark	1,864.6	17
Cleveland	1,852.6	18
Oakland	1,813.5	19
St. Louis	1,809.6	20
Miami - Hialeah	1,768.0	21
Tampa - St. Petersburg - Clearwater	1,742.9	22
Riverside - San Bernardino	1,705.5	23
Seattle	1,656.1	24
Phoenix	1,652.8	25
Denver	1,535.6	26
San Francisco	1,499.5	27
Cincinnati	1,406.6	28
Milwaukee	1,401.7	29
San Jose	1,371.3	30
New Orleans	1,304.9	31
Bergen - Passaic	1,277.8	32
Columbus, Ohio	1,269.8	33
Norfolk - Virginia Beach - Newport News	1,195.9	34
Sacramento	1,185.9	35
Indianapolis	1,179.2	36
Portland, Ore.	1,135.5	37
San Antonio	1,130.1	38
Fort Lauderdale - Hollywood - Pompano Beach	1,107.6	39
Hartford - New Britain - Middletown - Bristol	1,056.8	40
Fort Worth - Arlington	1,039.8	41
Charlotte - Gastonia - Rock Hill	1,004.2	42
Buffalo	994.7	43
Rochester, N.Y.	982.2	44
Salt Lake City - Ogden	974.4	45
Louisville	963.2	46
Dayton - Springfield	932.4	47
Memphis	931.8	48
Kansas City, Mo.	917.4	49
Oklahoma City	905.6	50
Total Top 50	**103,142.0**	
Birmingham	903.1	51
Monmouth - Ocean	898.0	52
Middlesex - Somerset - Hunterdon	895.7	53
Nashville	889.8	54
Greensboro - Winston-Salem - High Point	876.0	55
Providence - Pawtucket - Woonsocket	874.9	56
Albany - Schenectady - Troy	850.0	57
Bridgeport - Stamford - Norwalk - Danbury	813.2	58
Honolulu	792.0	59
Richmond - Petersburg	784.3	60
Orlando	770.1	61
New Haven - Waterbury - Meriden	766.9	62
Jacksonville, Fla.	751.2	63
Scranton - Wilkes-Barre	736.2	64
Tulsa	698.9	65
Akron	654.1	66
Worcester - Fitchburg - Leominster	652.1	67
Syracuse	648.8	68
Allentown - Bethlehem	647.8	69
Gary - Hammond	641.7	70
West Palm Beach - Boca Raton - Delray Beach	641.0	71
Toledo	620.0	72
Grand Rapids	614.9	73
Omaha	594.9	74
Greenville - Spartanburg	592.3	75
Raleigh - Durham	590.3	76
Austin	588.9	77
Knoxville	587.2	78
Springfield, Mass.	582.1	79
Tucson	581.3	80
Oxnard - Ventura	578.1	81
Harrisburg - Lebanon - Carlisle	567.9	82
Fresno	549.8	83
Jersey City	544.5	84
Kansas City, Kans.	531.4	85
Wilmington, Del.	529.2	86
Youngstown - Warren	528.9	87
Baton Rouge	528.5	88
El Paso	520.3	89
Las Vegas	514.0	90
Tacoma	507.8	91
Little Rock - North Little Rock	491.2	92
New Bedford - Fall River - Attleboro	484.9	93
Mobile	459.2	94
Lake County, Ill.	457.9	95
Charleston, S.C.	455.4	96
Albuquerque	450.1	97
Johnson City - Kingsport - Bristol	445.6	98
Flint	444.2	99
Chattanooga	437.4	100
Total Top 100	**134,706.0**	
Bakersfield	431.0	101
Columbia, S.C.	425.8	102
Lansing - East Lansing	424.7	103
Wichita	422.2	104
Saginaw - Bay City - Midland	421.2	105
Canton	407.1	106
York	395.5	107
Davenport - Rock Island - Moline	390.5	108
Beaumont - Port Arthur	388.4	109
Jackson, Miss.	381.8	110
Joliet	377.1	111
Des Moines	375.9	112
Lancaster	374.1	113
Peoria	372.1	114
Stockton	369.8	115
Vallejo - Fairfield - Napa	363.7	116
Augusta	361.6	117
Fort Wayne	357.7	118
Spokane	353.9	119
Lakeland - Winter Haven	345.3	120
Shreveport	341.9	121
Huntington - Ashland	341.7	122
Corpus Christi	340.0	123
Madison	332.4	124
Santa Rosa - Petaluma	329.7	125
Lexington-Fayette	327.9	126
Colorado Springs	327.5	127
Aurora - Elgin	326.9	128
McAllen - Edinburg - Mission	319.3	129
Utica - Rome	317.6	130
Reading	317.5	131
Santa Barbara - Santa Maria - Lompoc	310.8	132
Salinas - Seaside - Monterey	309.3	133
Trenton	308.7	134
Pensacola	302.2	135
Appleton - Oshkosh - Neenah	295.8	136
East St. Louis - Belleville	295.8	136
Portsmouth - Dover - Rochester	293.9	138
Manchester - Nashua	290.8	139
Atlantic City	289.3	140
Modesto	289.3	140
Montgomery	285.1	142
Melbourne - Titusville - Palm Bay	284.2	143
Erie	283.9	144
Daytona Beach	282.5	145
Evansville	282.1	146
Rockford	280.5	147
Lorain - Elyria	279.5	148
Eugene - Springfield	277.9	149
Orange County, N.Y.	274.0	150
Total Top 150	**151,583.4**	
Ann Arbor	270.3	151
Charleston, W.Va.	270.3	151
Macon - Warner Robins	270.2	153
Duluth	268.2	154
Hamilton - Middletown	267.4	155
Alton - Granite City	266.7	156
Visalia - Tulare - Porterville	265.7	157
Johnstown	264.6	158
Binghamton	263.9	159
Salem, Ore.	260.3	160
Fayetteville, N.C.	257.6	161
Poughkeepsie	254.1	162
Provo - Orem	242.2	163
New London - Norwich	241.3	164
South Bend - Mishawaka	238.8	165
Columbus, Ga.	238.5	166
Fort Myers	233.2	167
Killeen - Temple	233.0	168
Brownsville - Harlingen	232.0	169
Niagara Falls	226.9	170
Savannah	225.0	171
Sarasota	224.5	172
Roanoke	223.9	173
Lubbock	222.2	174
Portland, Me.	219.4	175
Springfield, Mo.	217.7	176
Kalamazoo	213.4	177
Reno	212.5	178
Hickory	210.4	179
Santa Cruz	208.1	180
Boulder - Longmont	206.2	181
Vancouver	205.6	182
Galveston - Texas City	205.4	183
Lafayette, La.	205.2	184
Beaver County, Pa.	203.1	185
Tallahassee	201.8	186
Lincoln	200.4	187
Huntsville	198.5	188
Anchorage	196.3	189
Springfield, Ill.	192.5	190
Brazoria	190.9	191
Biloxi - Gulfport	189.3	192
Boise	187.8	193
Houma - Thibodaux	187.0	194
Wheeling	185.1	195
Gainesville	184.7	196
Amarillo	184.5	197
Green Bay	179.8	198
Yakima	179.3	199
Waco	178.9	200
Total Top 200	**162,688.0**	
Fort Pierce	174.4	201
Racine	174.1	202
Lake Charles	173.5	203
St. Cloud	172.9	204
Cedar Rapids	171.2	205
Benton Harbor	170.5	206
Fort Smith	169.9	207
Champaign - Urbana - Rantoul	168.2	208
Fort Collins - Loveland	166.0	209
Waterloo - Cedar Falls	164.9	210
Asheville	164.8	211
Longview - Marshall	163.5	212
Bradenton	163.2	213
Steubenville - Weirton	161.2	214
Parkersburg - Marietta	160.8	215
Bremerton	159.6	216
Richland - Kennewick - Pasco	159.4	217
Clarksville - Hopkinsville	158.5	218
Chico	156.9	219
Lima	156.9	219
Topeka	155.7	221
Muskegon	155.4	222
Jackson, Mich.	151.3	223
Lynchburg	145.2	224
Monroe	145.0	225
Fargo - Moorhead	143.8	226
Pittsfield	143.6	227
Tuscaloosa	142.2	228
Janesville - Beloit	141.3	229
Anderson, S.C.	140.4	230
Medford	140.4	230
Alexandria, La.	139.7	232
Elkhart - Goshen	139.6	233
Battle Creek	139.5	234
Tyler	139.3	235
Florence, Ala.	138.9	236
Bangor	138.4	237
Anderson, Ind.	138.1	238
Ocala	137.8	239
Olympia	137.3	240
Altoona	137.0	241
Terre Haute	136.5	242
Vineland - Millville - Bridgeton	135.9	243
Athens	135.6	244
Eau Claire	135.4	245
Greeley	133.0	246
Decatur	132.4	247
Joplin	131.5	248
Mansfield	131.4	249
Sharon	128.4	250
Total Top 250	**170,188.4**	
Redding	127.8	251
Pueblo	127.3	252
Muncie	126.6	253
Dothan	126.3	254
Pascagoula	125.8	255
Odessa	125.7	256
Kenosha	124.1	257
Lafayette, Ind.	123.5	258
Bloomington - Normal	123.0	259
Burlington, Vt.	122.9	260
Wichita Falls	122.6	261
Anniston	122.4	262
Williamsport	119.9	263
Charlottesville	119.6	264
Sioux City	118.2	265
Albany, Ga.	116.5	266
Jacksonville, N.C.	116.1	267
Texarkana	116.0	268
Abilene	115.9	269
Wausau	115.4	270
State College	115.2	271
Florence, S.C.	115.0	272
Fort Walton Beach	114.8	273
Billings	114.6	274
Lawton	114.6	274
Hagerstown	114.3	276
Sioux Falls	114.3	276
Danville, Va.	112.8	278
Glens Falls	112.7	279
Bellingham	112.4	280
Laredo	109.0	281
Wilmington, N.C.	108.6	282
Yuba City	107.5	283
Cumberland	106.7	284
Columbia, Mo.	105.8	285
Kankakee	104.9	286
Bryan - College Station	104.8	287
Fayetteville - Springdale	104.5	288
Gadsden	104.5	288
Las Cruces	104.0	290
Panama City	104.0	290
Kokomo	103.7	292
Sheboygan	102.4	293
Bloomington, Ind.	101.3	294
Lewiston - Auburn	100.6	295
Burlington, N.C.	98.9	296
Elmira	97.5	297
Rochester, Minn.	94.7	298
Dubuque	94.5	299
La Crosse	93.9	300
Sherman - Denison	92.5	301
Midland, Tex.	90.6	302
Pine Bluff	90.4	303
San Angelo	90.4	303
St. Joseph	87.9	305
Bismarck	86.9	306
Owensboro	86.9	306
Iowa City	84.4	308
Great Falls	80.1	309
Casper	78.8	310
Victoria	74.7	311
Lawrence, Kans.	70.5	312
Grand Forks	68.2	313
Enid	65.6	314
Total Above Areas	**176,964.4**	
Percent of U.S.	**75.8533**	
U.S. Total	**233,298.3**	

ROCHESTER, N.Y.

The picture of a perfect market

Photographers throughout the world rely on the film, chemicals, printing materials and cameras manufactured in Rochester by the blue-chip Eastman Kodak Company - one of the prime developers of Rochester's economy.

Effective Buying Income	$10,542,780,000
Total Retail Sales	$4,796,794,000
Food Sales	$1,212,806,000
General Merchandise Sales	$525,852,000

Of the 701,000 SMSA adults, 44% graduated from or attended college. 46% of chief wage earners are professionals, proprietors, managers, foreman or craftsmen.

Of course, the newspapers are the best way to reach this quality population. On weekdays, 73% of our SMSA adults read one or both of the daily newspapers. On Sundays, 81% read the Sunday Democrat and Chronicle. In households with incomes over $20,000, readership increases to 77% everyday of the week. Which is why we say, advertise in Rochester and picture the results.

Joining Eastman Kodak's 55,000 employees are workers from IBM, Bausch and Lomb, Pennwalt, DuPont, General Signal, Champion Products and many other mainstream companies, each contributing to Rochester's excellent quality of life. We are active, educated, affluent people living life to its fullest. Here are a few Rochester candids:

Households	358,000
Population	982,200
Average HH EBI	$29,399

(15% above national average)

*source: * SM & M, S of BP 1983*
Belden CMS, 1982

GRN

Gannett Rochester Newspapers
Democrat and Chronicle mornings and Sunday
Times-Union evenings
55 Exchange Street, Rochester, New York 14614

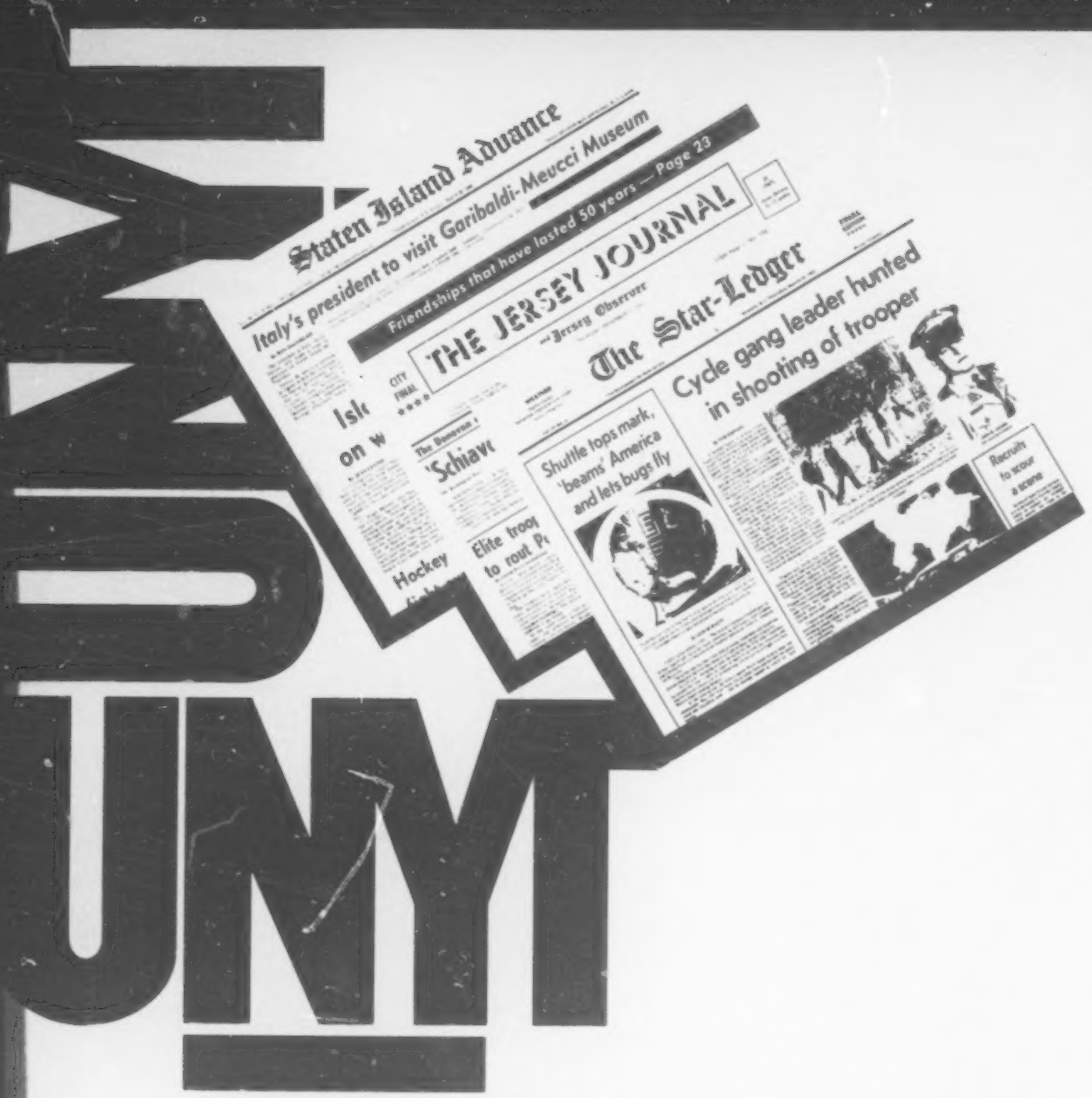
GANNETT

Represented Nationally by
Gannett Newspaper Advertising Sales

For additional information, please call the Advertising Department, Dean Spencer (Mgr., Major Accounts/Marketing) at 716/232-7100, ext. 3219.

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,225.8	1
Los Angeles - Long Beach	2,821.3	2
Chicago	2,184.2	3
Philadelphia	1,673.9	4
Detroit	1,570.7	5
Boston - Lawrence - Salem - Lowell - Brockton	1,335.1	6
Washington	1,234.8	7
Houston	1,114.8	8
Nassau - Suffolk	846.1	9
Pittsburgh	826.8	10
Atlanta	824.9	11
Minneapolis - St. Paul	818.1	12
Baltimore	797.5	13
Dallas	783.8	14
Anaheim - Santa Ana	770.1	15
San Diego	739.3	16
Tampa - St. Petersburg - Clearwater	726.7	17
Oakland	709.2	18
Cleveland	697.9	19
St. Louis	665.8	20
Newark	656.7	21
Seattle	652.5	22
Miami - Hialeah	648.7	23
San Francisco	631.1	24
Riverside - San Bernardino	616.9	25
Phoenix	616.4	26
Denver	600.5	27
Milwaukee	518.4	28
Cincinnati	514.9	29
San Jose	503.2	30
Columbus, Ohio	475.0	31
New Orleans	473.0	32
Fort Lauderdale - Hollywood - Pompano Beach	470.5	33
Sacramento	468.1	34
Bergen - Passaic	460.1	35
Portland, Ore.	450.9	36
Indianapolis	434.6	37
Norfolk - Virginia Beach - Newport News	411.3	38
Hartford - New Britain - Middletown - Bristol	387.2	39
Fort Worth - Arlington	382.9	40
San Antonio	380.7	41
Buffalo	367.8	42
Charlotte - Gastonia - Rock Hill	366.1	43
Rochester, N.Y.	358.6	44
Louisville	353.3	45
Kansas City, Mo.	352.7	46
Dayton - Springfield	348.5	47
Oklahoma City	347.2	48
Birmingham	332.0	49
Memphis	328.4	50
Total Top 50	**38,275.0**	
Greensboro - Winston-Salem - High Point	327.6	51
Monmouth - Ocean	327.2	52
Nashville	323.7	53
Providence - Pawtucket - Woonsocket	323.2	54
Albany - Schenectady - Troy	316.6	55
Salt Lake City - Ogden	315.8	56
Middlesex - Somerset - Hunterdon	305.7	57
Bridgeport - Stamford - Norwalk - Danbury	291.7	58
Orlando	287.4	59
Richmond - Petersburg	285.1	60
New Haven - Waterbury - Meriden	283.4	61
Jacksonville, Fla.	279.0	62
Scranton - Wilkes-Barre	272.1	63
West Palm Beach - Boca Raton - Delray Beach	271.6	64
Tulsa	268.7	65
Honolulu	247.1	66
Allentown - Bethlehem	241.1	67
Akron	238.9	68
Worcester - Fitchburg - Leominster	234.6	69
Syracuse	232.8	70
Toledo	226.9	71
Austin	223.1	72
Tucson	220.9	73
Gary - Hammond	219.5	74
Knoxville	219.4	75
Omaha	218.8	76
Raleigh - Durham	218.1	77
Grand Rapids	217.4	78
Harrisburg - Lebanon - Carlisle	211.6	79
Greenville - Spartanburg	211.3	80
Springfield, Mass.	208.9	81
Jersey City	207.1	82
Las Vegas	199.8	83
Kansas City, Kans.	195.9	84
Fresno	195.4	85
Oxnard - Ventura	194.4	86
Youngstown - Warren	191.8	87
Wilmington, Del.	188.4	88
Tacoma	187.7	89
Baton Rouge	180.5	90
Little Rock - North Little Rock	179.2	91
New Bedford - Fall River - Attleboro	174.1	92
Albuquerque	169.2	93
Wichita	163.1	94
Johnson City - Kingsport - Bristol	162.8	95
Mobile	161.0	96
Chattanooga	158.7	97
Flint	158.0	98
El Paso	156.8	99
Bakersfield	153.9	100
Total Top 100	**49,722.0**	
Charleston, S.C.	150.5	101
Lake County, Ill.	150.0	102
Lansing - East Lansing	149.0	103
Canton	147.5	104
Saginaw - Bay City - Midland	146.6	105
Des Moines	144.5	106
Columbia, S.C.	144.2	107
Davenport - Rock Island - Moline	144.0	108
York	143.7	109
Beaumont - Port Arthur	139.6	110
Spokane	136.2	111
Stockton	136.2	111
Peoria	136.0	113
Vallejo - Fairfield - Napa	131.5	114
Lancaster	131.3	115
Jackson, Miss.	130.8	116
Santa Rosa - Petaluma	130.2	117
Fort Wayne	129.1	118
Madison	128.8	119
Lakeland - Winter Haven	126.5	120
Augusta	124.5	121
Shreveport	124.1	122
Huntington - Ashland	123.3	123
Joliet	123.3	123
Lexington-Fayette	121.0	125
Reading	119.1	126
Colorado Springs	118.5	127
Daytona Beach	118.2	128
Santa Barbara - Santa Maria - Lompoc	117.0	129
Utica - Rome	113.7	130
Corpus Christi	112.3	131
Aurora - Elgin	112.1	132
Atlantic City	111.5	133
Melbourne - Titusville - Palm Bay	110.9	134
Trenton	108.7	135
Pensacola	108.0	136
Eugene - Springfield	107.9	137
Evansville	106.5	138
Modesto	106.0	139
Appleton - Oshkosh - Neenah	105.1	140
Portsmouth - Dover - Rochester	105.0	141
Manchester - Nashua	104.0	142
Salinas - Seaside - Monterey	103.9	143
East St. Louis - Belleville	103.1	144
Charleston, W.Va.	102.3	145
Rockford	102.2	146
Duluth	101.3	147
Sarasota	101.1	148
Erie	101.0	149
Montgomery	99.7	150
Total Top 150	**55,813.5**	
Ann Arbor	97.9	151
Alton - Granite City	97.5	152
Binghamton	96.9	153
Fort Myers	96.8	154
Salem, Ore.	96.7	155
Lorain - Elyria	95.5	156
Macon - Warner Robins	94.8	157
Johnstown	94.4	158
Hamilton - Middletown	93.6	159
Orange County, N.Y.	90.5	160
Visalia - Tulare - Porterville	89.1	161
South Bend - Mishawaka	88.0	162
McAllen - Edinburg - Mission	87.9	163
Reno	87.0	164
Poughkeepsie	86.2	165
New London - Norwich	85.5	166
Roanoke	85.2	167
Niagara Falls	82.7	168
Springfield, Mo.	82.7	168
Portland, Me.	82.5	170
Savannah	81.1	171
Fayetteville, N.C.	80.7	172
Santa Cruz	80.3	173
Columbus, Ga.	80.2	174
Lubbock	79.3	175
Kalamazoo	78.3	176
Boulder - Longmont	77.8	177
Lincoln	76.7	178
Hickory	76.5	179
Springfield, Ill.	76.2	180
Vancouver	75.4	181
Galveston - Texas City	74.6	182
Killeen - Temple	74.1	183
Beaver County, Pa.	73.4	184
Tallahassee	73.4	184
Anchorage	72.1	186
Huntsville	70.7	187
Amarillo	70.5	188
Lafayette, La.	70.5	188
Boise	70.3	190
Fort Pierce	69.4	191
Wheeling	69.1	192
Bradenton	68.6	193
Gainesville	68.2	194
Brownsville - Harlingen	66.6	195
Waco	66.1	196
Provo - Orem	65.4	197
Yakima	65.2	198
Biloxi - Gulfport	64.7	199
Cedar Rapids	64.4	200
Total Top 200	**59,804.7**	
Green Bay	64.3	201
Asheville	63.8	202
Chico	63.8	202
Fort Smith	62.6	204
Brazoria	62.5	205
Benton Harbor	62.2	206
Fort Collins - Loveland	61.8	207
Racine	61.8	207
Topeka	61.2	209
Lake Charles	60.7	210
Champaign - Urbana - Rantoul	60.4	211
Houma - Thibodaux	60.3	212
Longview - Marshall	59.4	213
Waterloo - Cedar Falls	58.9	214
Bremerton	58.5	215
Parkersburg - Marietta	58.5	215
Steubenville - Weirton	58.4	217
Richland - Kennewick - Pasco	58.0	218
Muskegon	55.7	219
Lima	55.6	220
St. Cloud	54.2	221
Pittsfield	53.7	222
Fargo - Moorhead	53.3	223
Medford	53.1	224
Ocala	53.0	225
Olympia	52.6	226
Jackson, Mich.	52.3	227
Battle Creek	52.0	228
Janesville - Beloit	51.4	229
Tyler	51.1	230
Anderson, Ind.	50.8	231
Clarksville - Hopkinsville	50.8	231
Joplin	50.7	233
Lynchburg	50.6	234
Anderson, S.C.	50.5	235
Monroe	50.5	235
Florence, Ala.	50.3	237
Terre Haute	50.3	237
Altoona	50.2	239
Elkhart - Goshen	50.1	240
Tuscaloosa	50.0	241
Decatur	49.9	242
Redding	49.2	243
Athens	48.5	244
Mansfield	48.0	245
Alexandria, La.	47.7	246
Bangor	47.6	247
Eau Claire	47.4	248
Greeley	47.2	249
Pueblo	47.1	250
Total Top 250	**62,527.2**	
Vineland - Millville - Bridgeton	46.2	251
Sharon	46.1	252
Odessa	46.0	253
Muncie	45.1	254
Kenosha	44.9	255
Wichita Falls	44.8	256
Bloomington - Normal	44.1	257
Dothan	43.7	258
Sioux City	43.7	258
Billings	43.6	260
Williamsport	43.6	260
Sioux Falls	43.4	262
Charlottesville	43.0	263
Texarkana	42.8	264
Lafayette, Ind.	42.7	265
Bellingham	42.6	266
Burlington, Vt.	42.6	266
Anniston	42.2	268
Abilene	41.5	269
Hagerstown	41.4	270
Pascagoula	41.4	270
Danville, Va.	41.3	272
Fort Walton Beach	40.9	273
Wilmington, N.C.	40.8	274
Wausau	40.6	275
Yuba City	39.5	276
Cumberland	39.4	277
Glens Falls	39.2	278
Albany, Ga.	39.0	279
Columbia, Mo.	38.5	280
Fayetteville - Springdale	38.5	280
Panama City	38.5	280
Florence, S.C.	38.4	283
Kokomo	38.3	284
State College	38.3	284
Bryan - College Station	38.2	286
Gadsden	38.1	287
Burlington, N.C.	37.4	288
Kankakee	36.8	289
Lawton	36.7	290
Sheboygan	36.7	290
Lewiston - Auburn	36.6	292
Bloomington, Ind.	36.1	293
Sherman - Denison	35.8	294
Elmira	35.3	295
Rochester, Minn.	34.9	296
Las Cruces	34.4	297
La Crosse	34.1	298
St. Joseph	33.5	299
Midland, Tex.	33.4	300
San Angelo	33.2	301
Jacksonville, N.C.	32.3	302
Iowa City	32.1	303
Owensboro	31.5	304
Dubuque	31.4	305
Bismarck	31.3	306
Pine Bluff	31.1	307
Great Falls	30.2	308
Casper	29.1	309
Laredo	29.1	309
Lawrence, Kans.	25.6	311
Victoria	25.6	311
Enid	25.5	313
Grand Forks	23.6	314
Total Above Areas	**64,943.4**	
Percent of U.S.	**76.3474**	
U.S. Total	**85,063.0**	


UNYT
Staten Island Advance
Italy's president to visit Garibaldi-Meucci Museum
Friendships that have lasted 50 years — Page 23
THE JERSEY JOURNAL
and Jersey Observer
The Star-Ledger
Cycle gang leader hunted in shooting of trooper
Shuttle tops mark, 'beams' America and lets bugs fly
Recruits to scour a scene
Elite troop to rout P
'Schiavo
Hockey

After 20 years still the most efficient newspaper buy in the New York ADI.

Influencing Over 1,500,000 Adult Readers Every Day!

Source: Scarborough, 1982

UNYT

the combined selling power of
The Star-Ledger • The Staten Island Advance •
The Jersey Journal

Represented by Newhouse Newspapers

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	3,940.1	1
Detroit	3,094.5	2
Chicago	2,983.2	3
Philadelphia	2,960.7	4
Nassau - Suffolk	2,637.4	5
Washington	2,523.9	6
Boston - Lawrence - Salem - Lowell - Brockton	2,452.3	7
Atlanta	1,813.5	8
Pittsburgh	1,744.5	9
Anaheim - Santa Ana	1,636.0	10
Minneapolis - St. Paul	1,484.4	11
Newark	1,442.4	12
Baltimore	1,435.1	13
Riverside - San Bernardino	1,369.7	14
St. Louis	1,348.8	15
Oakland	1,321.0	16
Cleveland	1,315.0	17
Houston	1,225.2	18
New York	1,173.6	19
Bergen - Passaic	1,141.0	20
Tampa - St. Petersburg - Clearwater	1,131.8	21
Miami - Hialeah	1,093.4	22
Seattle	1,081.8	23
Denver	1,046.6	24
Cincinnati	1,033.3	25
San Diego	1,001.0	26
Dallas	993.5	27
Monmouth - Ocean	898.0	28
San Francisco	828.0	29
Sacramento	827.7	30
Middlesex - Somerset - Hunterdon	815.3	31
Fort Lauderdale - Hollywood - Pompano Beach	772.3	32
Portland, Ore.	770.3	33
Hartford - New Britain - Middletown - Bristol	754.8	34
Salt Lake City - Ogden	748.4	35
Rochester, N.Y.	747.5	36
Milwaukee	726.2	37
New Orleans	716.1	38
Dayton - Springfield	675.6	39
Buffalo	654.2	40
San Jose	641.5	41
Louisville	638.9	42
Orlando	634.1	43
Albany - Schenectady - Troy	627.1	44
Columbus, Ohio	620.2	45
Providence - Pawtucket - Woonsocket	602.0	46
Birmingham	589.6	47
Charlotte - Gastonia - Rock Hill	581.7	48
Scranton - Wilkes-Barre	573.8	49
Richmond - Petersburg	533.3	50
Total Top 50	**62,400.7**	
Greensboro - Winston-Salem - High Point	513.9	51
Greenville - Spartanburg	490.5	52
Indianapolis	487.8	53
Syracuse	482.3	54
West Palm Beach - Boca Raton - Delray Beach	482.1	55
Kansas City, Mo.	481.2	56
Harrisburg - Lebanon - Carlisle	471.8	57
Fort Worth - Arlington	467.4	58
Wilmington, Del.	460.5	59
Allentown - Bethlehem	448.2	60
Bridgeport - Stamford - Norwalk - Danbury	430.6	61
New Haven - Waterbury - Meriden	430.2	62
Worcester - Fitchburg - Leominster	417.3	63
Honolulu	416.8	64
Phoenix	414.3	65
Grand Rapids	407.7	66
Oklahoma City	395.2	67
Nashville	394.3	68
Charleston, S.C.	385.4	69
Knoxville	381.4	70
Oxnard - Ventura	376.9	71
Akron	367.9	72
Gary - Hammond	365.4	73
Youngstown - Warren	362.6	74
York	351.8	75
Lake County, Ill.	351.3	76
Tacoma	346.2	77
Las Vegas	338.3	78
Johnson City - Kingsport - Bristol	328.8	79
Tulsa	328.1	80
Columbia, S.C.	327.2	81
Springfield, Mass.	320.6	82
Lancaster	319.7	83
Augusta	315.7	84
Bakersfield	313.0	85
San Antonio	304.3	86
Fresno	301.3	87
Kansas City, Kans.	299.2	88
Joliet	298.5	89
Raleigh - Durham	294.7	90
Flint	292.4	91
Baton Rouge	288.8	92
Jersey City	287.1	93
Canton	285.6	94
Orange County, N.Y.	274.0	95
Lakeland - Winter Haven	270.1	96
Saginaw - Bay City - Midland	268.9	97
Chattanooga	260.6	98
New Bedford - Fall River - Attleboro	257.4	99
Mobile	254.1	100
Total Top 100	**80,610.1**	
Huntington - Ashland	253.5	101
Atlantic City	250.6	102
Memphis	248.3	103
Lansing - East Lansing	244.3	104
Pensacola	244.3	104
Toledo	242.2	106
Reading	240.0	107
Johnstown	230.5	108
Tucson	226.4	109
Daytona Beach	226.3	110
Norfolk - Virginia Beach - Newport News	225.6	111
Poughkeepsie	224.3	112
Portsmouth - Dover - Rochester	222.1	113
Little Rock - North Little Rock	222.0	114
Omaha	220.4	115
Trenton	218.8	116
Austin	215.3	117
Peoria	212.9	118
Binghamton	209.3	119
Charleston, W.Va.	208.4	120
Beaumont - Port Arthur	203.8	121
Beaver County, Pa.	203.1	122
East St. Louis - Belleville	202.2	123
Jacksonville, Fla.	202.2	123
Utica - Rome	201.2	125
Santa Rosa - Petaluma	198.8	126
Alton - Granite City	196.8	127
Fayetteville, N.C.	196.1	128
Fort Myers	194.6	129
Davenport - Rock Island - Moline	191.2	130
Brazoria	190.9	131
McAllen - Edinburg - Mission	189.3	132
Hickory	186.2	133
Fort Wayne	184.7	134
Des Moines	183.9	135
Melbourne - Titusville - Palm Bay	181.1	136
Spokane	180.5	137
Aurora - Elgin	177.4	138
New London - Norwich	175.1	139
Sarasota	173.6	140
Stockton	171.3	141
Jackson, Miss.	170.8	142
Salem, Ore.	167.9	143
Erie	165.7	144
Santa Barbara - Santa Maria - Lompoc	164.3	145
Appleton - Oshkosh - Neenah	163.9	146
Santa Cruz	163.7	147
Visalia - Tulare - Porterville	163.4	148
Vancouver	162.2	149
Hamilton - Middletown	161.0	150
Total Top 150	**90,662.5**	
Ann Arbor	160.8	151
Madison	160.1	152
Portland, Me.	158.8	153
Salinas - Seaside - Monterey	158.8	153
Vallejo - Fairfield - Napa	158.5	155
Niagara Falls	157.5	156
Benton Harbor	156.3	157
Evansville	152.7	158
Duluth	146.5	159
Lorain - Elyria	145.4	160
Wheeling	143.4	161
Rockford	142.0	162
Modesto	141.9	163
Fort Pierce	138.7	164
Killeen - Temple	137.4	165
Wichita	137.1	166
Houma - Thibodaux	135.7	167
Kalamazoo	135.2	168
Bradenton	130.5	169
Eugene - Springfield	128.9	170
St. Cloud	128.9	170
Yakima	128.1	172
Chico	127.9	173
Manchester - Nashua	126.2	174
Roanoke	125.6	175
Bremerton	122.9	176
Lexington-Fayette	118.2	177
Lafayette, La.	117.9	178
Muskegon	115.7	179
Anderson, S.C.	113.0	180
Jackson, Mich.	113.0	180
Macon - Warner Robins	112.8	182
Steubenville - Weirton	111.3	183
Asheville	111.0	184
Lima	110.2	185
Sharon	110.1	186
Olympia	108.7	187
Bangor	106.6	188
Provo - Orem	106.3	189
Battle Creek	104.8	190
Parkersburg - Marietta	104.3	191
Reno	103.9	192
Gainesville	101.1	193
Florence, Ala.	101.0	194
Biloxi - Gulfport	99.4	195
Corpus Christi	99.4	195
Galveston - Texas City	98.9	197
Medford	98.5	198
Montgomery	98.1	199
Lake Charles	97.5	200
Total Top 200	**96,910.0**	
Colorado Springs	97.1	201
Fort Smith	96.9	202
Glens Falls	96.6	203
Ocala	96.6	203
Jacksonville, N.C.	96.0	205
Pascagoula	95.5	206
Tallahassee	95.3	207
Albuquerque	93.9	208
Fort Walton Beach	93.8	209
Anniston	93.3	210
Athens	92.8	211
Pittsfield	92.7	212
Joplin	92.3	213
South Bend - Mishawaka	92.1	214
Green Bay	90.9	215
Springfield, Ill.	90.6	216
Racine	89.3	217
Brownsville - Harlingen	89.2	218
Williamsport	87.2	219
Yuba City	87.2	219
Monroe	86.6	221
Alexandria, La.	85.7	222
Burlington, Vt.	85.6	223
Florence, S.C.	84.0	224
Wausau	83.7	225
Eau Claire	82.0	226
Cumberland	81.7	227
Redding	81.3	228
Lafayette, Ind.	80.9	229
Altoona	80.7	230
Hagerstown	80.6	231
Savannah	80.5	232
Springfield, Mo.	80.1	233
Charlottesville	78.9	234
State College	78.6	235
Elkhart - Goshen	78.5	236
Shreveport	78.5	236
Boise	78.3	238
Boulder - Longmont	78.1	239
Lynchburg	78.1	239
Mansfield	77.6	241
Terre Haute	76.9	242
Greeley	76.1	243
Anderson, Ind.	74.9	244
Kankakee	74.6	245
Dothan	74.3	246
Waco	73.9	247
Clarksville - Hopkinsville	70.6	248
Columbus, Ga.	70.5	249
Panama City	69.9	250
Total Top 250	**101,130.8**	
Longview - Marshall	68.8	251
Danville, Va.	67.8	252
Richland - Kennewick - Pasco	67.8	252
Bellingham	65.0	254
Tuscaloosa	64.8	255
Wilmington, N.C.	64.1	256
Tyler	63.6	257
Elmira	62.7	258
Texarkana	62.6	259
Burlington, N.C.	60.9	260
Fort Collins - Loveland	60.6	261
Cedar Rapids	60.5	262
El Paso	59.4	263
Gadsden	58.0	264
Las Cruces	56.4	265
Kokomo	55.6	266
Huntsville	55.2	267
Champaign - Urbana - Rantoul	54.2	268
Janesville - Beloit	54.0	269
Sheboygan	54.0	269
Waterloo - Cedar Falls	50.5	271
Muncie	49.8	272
Fargo - Moorhead	48.9	273
Bloomington, Ind.	46.9	274
Kenosha	46.3	275
Billings	44.9	276
La Crosse	44.8	277
Fayetteville - Springdale	42.2	278
Columbia, Mo.	41.4	279
Topeka	40.7	280
Bloomington - Normal	40.2	281
Lubbock	39.6	282
Bismarck	38.6	283
Decatur	37.7	284
Lewiston - Auburn	37.1	285
Sherman - Denison	36.9	286
Vineland - Millville - Bridgeton	36.8	287
Sioux City	36.6	288
Rochester, Minn.	35.2	289
Pine Bluff	34.4	290
Lawton	32.8	291
Iowa City	32.5	292
Dubuque	31.9	293
Albany, Ga.	31.8	294
Owensboro	31.6	295
Sioux Falls	29.5	296
Odessa	28.2	297
Wichita Falls	27.4	298
Amarillo	26.1	299
Pueblo	24.6	300
Great Falls	24.0	301
Grand Forks	23.9	302
Casper	22.3	303
Lincoln	21.8	304
Victoria	19.6	305
Lawrence, Kans.	15.5	306
Midland, Tex.	13.6	307
Bryan - College Station	13.4	308
Abilene	13.3	309
Enid	12.9	310
San Angelo	12.5	311
St. Joseph	11.1	312
Laredo	8.7	313
Anchorage	.8	314
Total Above Areas	**103,683.5**	
Percent of U.S.	**44.4445**	
U.S. Total	**233,294.3**	

Two of the most important reasons people read their suburban papers.

When their daughter is the starring radish in the school play or their son hits a homer in a little league game, it's big news to a proud parent.

And, for USSPI's 32.2 million readers, the only place they can get the local news that's important to their everyday lives is in their suburban newspaper.

Recently, Simmons studied these readers and uncovered something quite unexpected. There are just as many men among them as there are women.

The fact is, Simmons found, that not only are suburban newspapers read, 66% of USSPI's papers are read the first day they're received, 34% are read on at least two different days, and each copy is read by 2.48 people.

This aside, children themselves influence a family's spending. More food must be purchased. The car becomes more important. There are family vacations to be planned. As well as a house that demands a lot of upkeep.

And, since 66.4% of all metro area sales are made in the USSPI suburbs, it proves that the products that maintain this lifestyle are bought where suburbanites live and where they read their local newspapers. At home. In the suburbs of USSPI.

For more information about any or all of USSPI's 47 major metro markets and their one-rate, one-order, one-invoice buy, contact your area USSPI representative. Or call Jack von Maur at (312) 882-8262.

USSPI
U.S. Suburban Press, Inc.

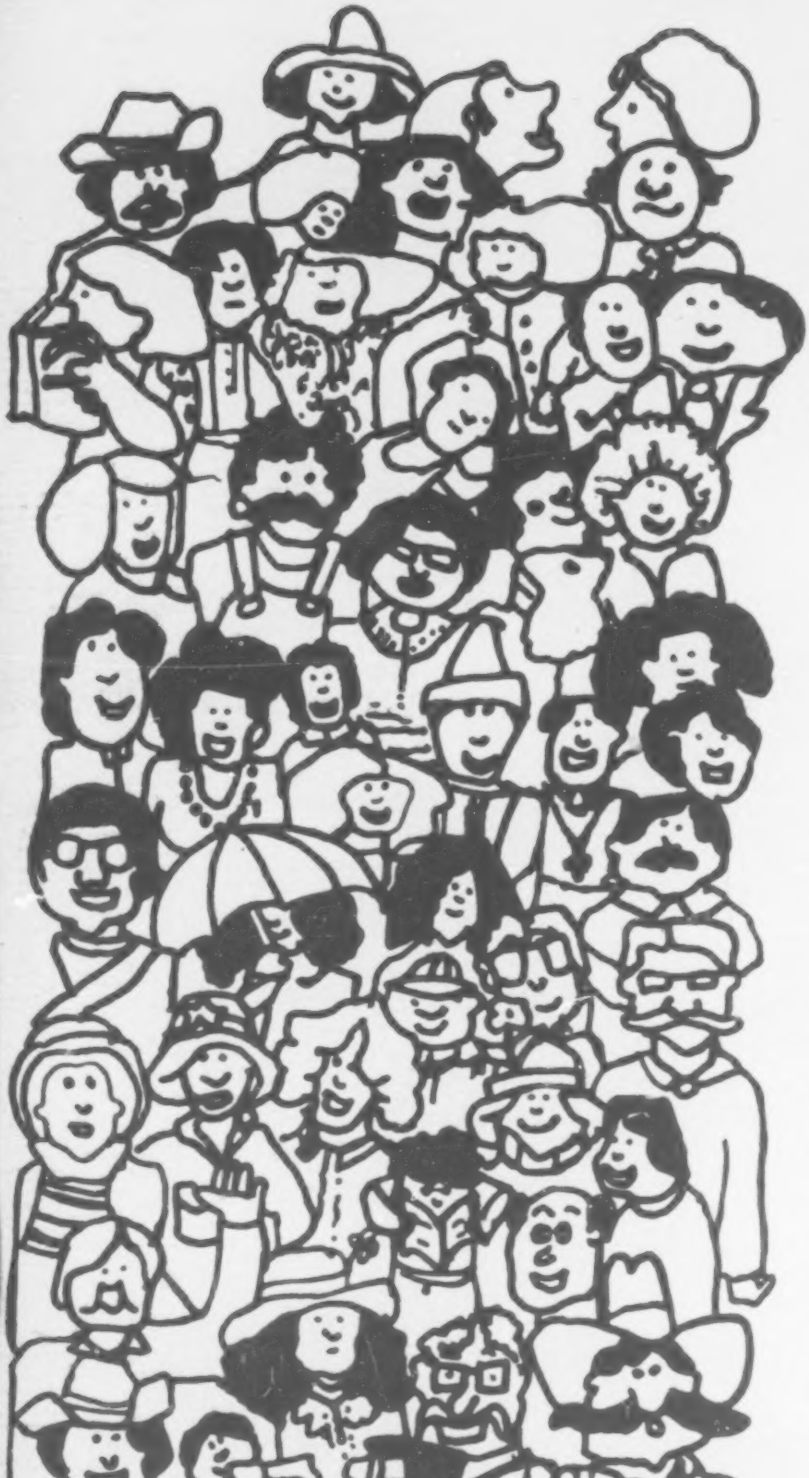
Suburban newspapers

Where suburbanites read about what they care about most

A nationwide network of over 1000 suburban newspapers in 47 major markets, more than 13 million households strong.

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	40,568,809	1
Chicago	37,123,660	2
Detroit	33,738,048	3
Philadelphia	32,160,787	4
Nassau - Suffolk	32,117,345	5
Washington	31,193,563	6
Boston - Lawrence - Salem - Lowell - Brockton	27,174,896	7
Anaheim - Santa Ana	21,076,356	8
Newark	18,289,614	9
Pittsburgh	17,824,099	10
Atlanta	17,662,142	11
Minneapolis - St. Paul	16,445,384	12
Oakland	15,926,108	13
Baltimore	15,152,754	14
New York	15,122,324	15
Cleveland	14,701,841	16
Bergen - Passaic	14,485,374	17
St. Louis	14,466,346	18
Houston	14,345,007	19
Seattle	12,982,200	20
Riverside - San Bernardino	12,417,100	21
Denver	11,757,883	22
San Francisco	11,363,723	23
Dallas	10,887,585	24
Miami - Hialeah	10,663,220	25
Tampa - St. Petersburg - Clearwater	10,406,555	26
San Diego	10,401,101	27
Cincinnati	10,182,296	28
Middlesex - Somerset - Hunterdon	9,915,407	29
Monmouth - Ocean	9,726,920	30
Hartford - New Britain - Middletown - Bristol	8,940,302	31
Sacramento	8,613,156	32
San Jose	8,421,897	33
Rochester, N.Y.	8,371,270	34
Fort Lauderdale - Hollywood - Pompano Beach	8,149,420	35
Milwaukee	7,926,673	36
Portland, Ore.	7,684,075	37
New Orleans	7,005,391	38
Dayton - Springfield	6,960,318	39
Buffalo	6,735,087	40
Bridgeport - Stamford - Norwalk - Danbury	6,647,380	41
Albany - Schenectady - Troy	6,370,028	42
Columbus, Ohio	6,233,917	43
Salt Lake City - Ogden	5,924,256	44
Providence - Pawtucket - Woonsocket	5,796,153	45
Orlando	5,752,871	46
Louisville	5,724,633	47
West Palm Beach - Boca Raton - Delray Beach	5,420,341	48
Birmingham	5,163,091	49
Richmond - Petersburg	5,153,621	50
Total Top 50	**687,272,327**	
New Haven - Waterbury - Meriden	4,935,275	51
Syracuse	4,895,625	52
Fort Worth - Arlington	4,871,046	53
Wilmington, Del.	4,819,512	54
Harrisburg - Lebanon - Carlisle	4,752,068	55
Lake County, Ill.	4,735,439	56
Scranton - Wilkes-Barre	4,716,167	57
Kansas City, Mo.	4,694,345	58
Charlotte - Gastonia - Rock Hill	4,663,800	59
Allentown - Bethlehem	4,541,969	60
Indianapolis	4,357,856	61
Greensboro - Winston-Salem - High Point	4,305,575	62
Oxnard - Ventura	4,114,160	63
Worcester - Fitchburg - Leominster	4,037,643	64
Grand Rapids	4,000,430	65
Oklahoma City	3,898,560	66
Greenville - Spartanburg	3,836,586	67
Kansas City, Kans.	3,803,752	68
Phoenix	3,789,854	69
Honolulu	3,775,861	70
Akron	3,745,680	71
Nashville	3,686,734	72
Gary - Hammond	3,528,311	73
Youngstown - Warren	3,516,716	74
Las Vegas	3,368,389	75
York	3,332,920	76
Knoxville	3,189,767	77
San Antonio	3,088,472	78
Joliet	3,063,896	79
Tacoma	3,029,705	80
Springfield, Mass.	3,000,177	81
Tulsa	2,976,099	82
Lancaster	2,972,879	83
Flint	2,963,792	84
Fresno	2,853,582	85
Columbia, S.C.	2,801,829	86
Charleston, S.C.	2,794,600	87
Jersey City	2,755,330	88
Bakersfield	2,723,463	89
Raleigh - Durham	2,692,046	90
Canton	2,680,797	91
Baton Rouge	2,660,218	92
Trenton	2,650,724	93
Orange County, N.Y.	2,539,922	94
Augusta	2,538,834	95
Toledo	2,481,824	96
Saginaw - Bay City - Midland	2,455,560	97
Johnson City - Kingsport - Bristol	2,446,606	98
Lansing - East Lansing	2,423,853	99
Poughkeepsie	2,414,510	100
Total Top 100	**862,195,085**	
Atlantic City	2,401,876	101
Reading	2,351,982	102
Omaha	2 342,908	103
New Bedford - Fall River - Attleboro	2,341,377	104
Peoria	2,307,244	105
Portsmouth - Dover - Rochester	2,205,389	106
Memphis	2,161,423	107
Tucson	2,145,624	108
Chattanooga	2,102,630	109
Austin	2,101,817	110
Beaumont - Port Arthur	2,094,324	111
Lakeland - Winter Haven	2,093,768	112
Santa Rosa - Petaluma	2,093,307	113
Binghamton	2,048,470	114
Davenport - Rock Island - Moline	2,040,891	115
Pensacola	2,034,524	116
Des Moines	2,026,108	117
Brazoria	2,009,111	118
Beaver County, Pa.	2,002,386	119
Aurora - Elgin	1,999,313	120
Daytona Beach	1,967,259	121
Fort Myers	1,962,056	122
New London - Norwich	1,934,287	123
Norfolk - Virginia Beach - Newport News	1,913,383	124
Mobile	1,880,252	125
Charleston, W.Va.	1,871,737	126
Santa Barbara - Santa Maria - Lompoc	1,846,130	127
Huntington - Ashland	1,830,538	128
East St. Louis - Belleville	1,829,741	129
Sarasota	1,811,551	130
Jacksonville, Fla.	1,810,330	131
Johnstown	1,809,313	132
Utica - Rome	1,794,074	133
Melbourne - Titusville - Palm Bay	1,766,399	134
Alton - Granite City	1,764,174	135
Little Rock - North Little Rock	1,734,105	136
Ann Arbor	1,726,155	137
Santa Cruz	1,711,347	138
Fort Wayne	1,636,023	139
Vallejo - Fairfield - Napa	1,610,172	140
Madison	1,609,198	141
Salinas - Seaside - Monterey	1,591,417	142
Hamilton - Middletown	1,574,254	143
Stockton	1,552,587	144
Vancouver	1,523,469	145
Erie	1,515,295	146
Spokane	1,500,183	147
Niagara Falls	1,482,103	148
Kalamazoo	1,479,040	149
Wichita	1,462,321	150
Total Top 150	**956,598,450**	
Portland, Me.	1,458,534	151
Rockford	1,443,790	152
Benton Harbor	1,438,083	153
Appleton - Oshkosh - Neenah	1,429,018	154
Hickory	1,401,313	155
Lorain - Elyria	1,385,491	156
Jackson, Miss.	1,339,603	157
Evansville	1,324,952	158
Fayetteville, N.C.	1,324,062	159
Duluth	1,321,779	160
Fort Pierce	1,308,380	161
Salem, Ore.	1,268,585	162
Bremerton	1,268,487	163
Manchester - Nashua	1,243,592	164
Wheeling	1,230,291	165
Houma - Thibodaux	1,224,977	166
Bradenton	1,201,908	167
Roanoke	1,129,854	168
Modesto	1,129,321	169
Reno	1,125,027	170
Galveston - Texas City	1,115,569	171
Lafayette, La.	1,103,896	172
Chico	1,094,177	173
Visalia - Tulare - Porterville	1,050,096	174
Olympia	1,045,663	175
Jackson, Mich.	1,044,952	176
Killeen - Temple	1,043,374	177
Eugene - Springfield	1,032,710	178
Muskegon	1,012,935	179
Battle Creek	1,003,299	180
Lima	971,032	181
Sharon	966,109	182
Yakima	965,194	183
Macon - Warner Robins	951,498	184
St. Cloud	937,321	185
Steubenville - Weirton	934,714	186
Lake Charles	907,151	187
Lexington-Fayette	906,721	188
Springfield, Ill.	882,936	189
Asheville	870,768	190
Parkersburg - Marietta	868,849	191
Racine	860,698	192
Boulder - Longmont	856,373	193
Pittsfield	855,813	194
South Bend - Mishawaka	853,890	195
Anderson, S.C.	852,324	196
McAllen - Edinburg - Mission	832,826	197
Burlington, Vt.	816,202	198
Fort Walton Beach	812,539	199
Green Bay	810,067	200
Total Top 200	**1,010,855,193**	
Glens Falls	793,157	201
Gainesville	779,576	202
Pascagoula	779,024	203
Bangor	763,762	204
Tallahassee	754,009	205
Florence, Ala.	747,770	206
Charlottesville	745,722	207
Colorado Springs	741,876	208
Biloxi - Gulfport	741,281	209
Williamsport	727,517	210
Richland - Kennewick - Pasco	726,792	211
Medford	716,584	212
Corpus Christi	712,116	213
Savannah	710,062	214
Lafayette, Ind.	705,059	215
Montgomery	701,752	216
Shreveport	701,246	217
Monroe	700,915	218
Springfield, Mo.	692,047	219
Anniston	686,302	220
Athens	679,893	221
Albuquerque	677,341	222
State College	676,582	223
Mansfield	675,085	224
Ocala	674,159	225
Yuba City	673,598	226
Hagerstown	672,021	227
Kankakee	668,689	228
Provo - Orem	665,099	229
Joplin	661,753	230
Boise	658,347	231
Elkhart - Goshen	656,770	232
Fort Smith	655,557	233
Wausau	648,502	234
Alexandria, La.	641,839	235
Waco	640,845	236
Altoona	637,183	237
Terre Haute	633,756	238
Anderson, Ind.	623,212	239
Eau Claire	622,402	240
Redding	611,751	241
Longview - Marshall	611,663	242
Cedar Rapids	610,228	243
Tyler	593,634	244
Cumberland	586,931	245
Elmira	583,690	246
Jacksonville, N.C.	581,971	247
Wilmington, N.C.	577,715	248
Lynchburg	569,720	249
Bellingham	565,804	250
Total Top 250	**1,044,517,582**	
Fort Collins - Loveland	556,506	251
Champaign - Urbana - Rantoul	555,094	252
Greeley	554,704	253
Brownsville - Harlingen	535,568	254
Florence, S.C.	534,029	255
Panama City	502,229	256
Kokomo	490,076	257
Dothan	487,484	258
Sheboygan	486,344	259
Waterloo - Cedar Falls	472,079	260
Tuscaloosa	469,667	261
Texarkana	467,895	262
Kenosha	467,153	263
Janesville - Beloit	466,144	264
Columbus, Ga.	460,948	265
Danville, Va.	460,056	266
Clarksville - Hopkinsville	459,938	267
Burlington, N.C.	458,423	268
Topeka	448,834	269
Fargo - Moorhead	436,960	270
Muncie	429,025	271
Bloomington, Ind.	420,684	272
Bloomington - Normal	417,368	273
Columbia, Mo.	415,992	274
Huntsville	405,944	275
Gadsden	401,882	276
Billings	396,757	277
La Crosse	396,025	278
Decatur	384,347	279
Iowa City	369,865	280
El Paso	338,644	281
Sherman - Denison	334,529	282
Rochester, Minn.	332,973	283
Lubbock	318,983	284
Las Cruces	317,332	285
Sioux City	311,042	286
Amarillo	308,372	287
Fayetteville - Springdale	301,135	288
Bismarck	298,464	289
Odessa	291,544	290
Vineland - Millville - Bridgeton	280,303	291
Sioux Falls	276,964	292
Albany, Ga.	269,827	293
Lewiston - Auburn	267,431	294
Lawton	253,498	295
Owensboro	249,901	296
Dubuque	249,176	297
Wichita Falls	248,094	298
Lincoln	233,460	299
Casper	233,135	300
Pine Bluff	223,120	301
Grand Forks	213,564	302
Victoria	193,301	303
Great Falls	192,092	304
Pueblo	191,249	305
Midland, Tex.	155,741	306
Lawrence, Kans.	141,974	307
Bryan - College Station	137,645	308
Enid	124,835	309
San Angelo	123,840	310
Abilene	121,593	311
St. Joseph	104,508	312
Laredo	76,672	313
Anchorage	0	314
Total Above Areas	**1,066,040,463**	
Percent of U.S.	**49.1329**	
U.S. Total	**2,169,679,437**	



You'd be surprised at how many people share our Opinión

La Opinión covers the most important current events from all over the world, with the most extensive coverage of Latin American news available in the Los Angeles area.

Latinos depend on us to cover it all: news, politics, sports and entertainment.

The Hispanic segment that reads La Opinión is one that works hard to live better and spend their money (more than 7 billion annually). They believe in top-brand U.S. goods.

You may be missing your share of an important segment of our population. One of great significance to our national economy. For more information, just give us a call.

LA OPINION

The only Spanish language daily
newspaper in California

Telephone: (213) 748-1191
1436 South Main Street
P.O. Box 15093
Los Angeles, California 90015

S&MM METRO MARKET RANKING

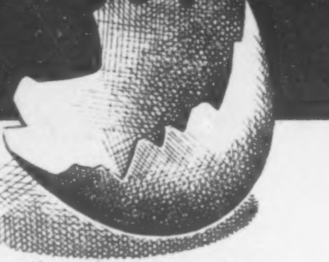
SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,225.0	1
New York	1,486.2	2
Miami - Hialeah	714.7	3
San Antonio	562.4	4
Chicago	543.1	5
Houston	497.3	6
El Paso	346.4	7
Riverside - San Bernardino	334.5	8
Anaheim - Santa Ana	326.5	9
San Diego	310.9	10
McAllen - Edinburg - Mission	277.3	11
San Jose	252.9	12
Phoenix	220.3	13
Dallas	208.8	14
Oakland	201.0	15
Brownsville - Harlingen	191.2	16
Corpus Christi	184.6	17
San Francisco	175.8	18
Denver	170.5	19
Fresno	169.7	20
Albuquerque	162.0	21
Jersey City	156.9	22
Newark	141.0	23
Oxnard - Ventura	130.2	24
Tucson	123.2	25
Sacramento	119.4	26
Austin	115.8	27
Philadelphia	115.6	28
Nassau - Suffolk	107.5	29
Laredo	100.9	30
Bergen - Passaic	99.0	31
Bakersfield	98.0	32
Washington	97.3	33
Tampa - St. Petersburg - Clearwater	91.1	34
Boston - Lawrence - Salem - Lowell - Brockton	85.8	35
Fort Worth - Arlington	85.7	36
Salinas - Seaside - Monterey	84.4	37
Visalia - Tulare - Porterville	83.5	38
Stockton	74.7	39
Detroit	69.9	40
Santa Barbara - Santa Maria - Lompoc	60.7	41
Honolulu	55.3	42
Las Cruces	52.9	43
New Orleans	50.4	44
Lubbock	48.7	45
Gary - Hammond	46.9	46
Salt Lake City - Ogden	46.6	47
Fort Lauderdale - Hollywood - Pompano Beach	46.1	48
Modesto	45.8	49
Bridgeport - Stamford - Norwalk - Danbury	44.3	50
Total Top 50	**12,009.4**	
Middlesex - Somerset - Hunterdon	43.5	51
Hartford - New Britain - Middletown - Bristol	43.1	52
Pueblo	42.4	53
Vallejo - Fairfield - Napa	38.4	54
Las Vegas	38.1	55
West Palm Beach - Boca Raton - Delray Beach	33.7	56
Milwaukee	33.2	57
Santa Cruz	32.2	58
Seattle	32.0	59
Aurora - Elgin	30.4	60
Odessa	30.4	60
Orlando	29.7	62
Brazoria	28.6	63
Galveston - Texas City	27.6	64
Killeen - Temple	26.8	65
New Haven - Waterbury - Meriden	26.8	65
Colorado Springs	26.6	67
Atlanta	25.9	68
Yakima	25.8	69
Victoria	25.4	70
Cleveland	24.9	71
Monmouth - Ocean	24.9	71
Santa Rosa - Petaluma	24.1	73
Springfield, Mass.	23.7	74
Lake County, Ill.	23.6	75
Portland, Ore.	23.1	76
Greeley	22.8	77
Baltimore	22.5	78
Minneapolis - St. Paul	22.2	79
San Angelo	21.5	80
Rochester, N.Y.	20.3	81
Kansas City, Mo.	20.2	82
Oklahoma City	20.1	83
Norfolk - Virginia Beach - Newport News	19.9	84
Providence - Pawtucket - Woonsocket	18.9	85
Waco	17.6	86
Amarillo	17.5	87
Toledo	16.5	88
Joliet	16.4	89
St. Louis	16.4	89
Saginaw - Bay City - Midland	15.8	91
Abilene	15.5	92
Allentown - Bethlehem	15.3	93
Midland, Tex.	15.2	94
Buffalo	14.6	95
Beaumont - Port Arthur	14.5	96
Jacksonville, Fla.	14.3	97
Vineland - Millville - Bridgeton	14.2	98
Kansas City, Kans.	14.0	99
Worcester - Fitchburg - Leominster	14.0	99
Total Top 100	**13,544.5**	
Grand Rapids	13.7	101
Lorain - Elyria	13.2	102
Tacoma	13.1	103
Lansing - East Lansing	13.0	104
Orange County, N.Y.	12.4	105
Wichita	12.4	105
Davenport - Rock Island - Moline	12.2	107
Bryan - College Station	11.9	108
Trenton	11.8	109
Omaha	11.7	110
Yuba City	11.6	111
Salem, Ore.	11.4	112
Boulder - Longmont	11.2	113
Lakeland - Winter Haven	10.8	114
Pittsburgh	10.8	114
Richland - Kennewick - Pasco	10.7	116
New Bedford - Fall River - Attleboro	10.4	117
Tulsa	10.2	118
Reno	10.1	119
Atlantic City	10.0	120
Fort Collins - Loveland	9.8	121
Albany - Schenectady - Troy	9.2	122
Fayetteville, N.C.	9.2	122
Lancaster	9.1	124
Indianapolis	9.0	125
Reading	8.9	126
Wichita Falls	8.8	127
Wilmington, Del.	8.8	127
Baton Rouge	8.7	129
Chico	8.7	129
Memphis	8.5	131
Columbus, Ohio	8.3	132
Cincinnati	7.8	133
Charlotte - Gastonia - Rock Hill	7.6	134
Flint	7.3	135
Richmond - Petersburg	7.3	135
Rockford	7.2	137
Racine	7.1	138
Fort Myers	6.8	139
Youngstown - Warren	6.7	140
Charleston, S.C.	6.4	141
Dayton - Springfield	6.3	142
Nashville	6.3	142
Poughkeepsie	6.3	142
Topeka	6.3	142
Lawton	6.2	146
Harrisburg - Lebanon - Carlisle	6.1	147
Anchorage	6.0	148
Syracuse	5.9	149
Gainesville	5.8	150
Total Top 150	**13,7[illegible].5**	
Melbourne - Titusville - Palm Bay	5.8	150
Birmingham	5.7	152
Greensboro - Winston-Salem - High Point	5.7	152
Louisville	5.6	154
Augusta	5.5	155
Columbus, Ga.	5.5	155
Eugene - Springfield	5.5	155
Provo - Orem	5.4	158
Columbia, S.C.	5.3	159
Fort Wayne	5.3	159
Pensacola	5.1	161
Shreveport	5.1	161
Des Moines	5.0	163
Tyler	5.0	163
Spokane	4.9	165
Raleigh - Durham	4.8	166
Daytona Beach	4.7	167
Fort Pierce	4.6	168
Mobile	4.6	168
New London - Norwich	4.6	168
Lafayette, La.	4.5	171
Jacksonville, N.C.	4.4	172
Greenville - Spartanburg	4.3	173
Ann Arbor	4.1	174
Clarksville - Hopkinsville	4.1	174
Little Rock - North Little Rock	4.1	174
Medford	4.1	174
Boise	4.0	178
Bremerton	4.0	178
Redding	4.0	178
East St. Louis - Belleville	3.8	181
Knoxville	3.7	182
Peoria	3.7	182
South Bend - Mishawaka	3.7	182
Bradenton	3.6	185
Biloxi - Gulfport	3.5	186
Canton	3.5	186
Kenosha	3.5	186
Sarasota	3.5	186
Akron	3.4	190
Longview - Marshall	3.4	190
Tallahassee	3.4	190
Houma - Thibodaux	3.3	193
Madison	3.3	193
York	3.3	193
Vancouver	3.2	196
Billings	3.0	197
Chattanooga	3.0	197
Scranton - Wilkes-Barre	3.0	197
Utica - Rome	3.0	197
Total Top 200	**13,916.6**	
Jackson, Miss.	2.9	201
Lincoln	2.9	201
Alton - Granite City	2.8	203
Fort Walton Beach	2.8	203
Olympia	2.8	203
Casper	2.7	206
Muskegon	2.7	206
Champaign - Urbana - Rantoul	2.6	208
Kalamazoo	2.6	208
Montgomery	2.6	208
Macon - Warner Robins	2.5	211
Savannah	2.5	211
Battle Creek	2.4	213
Ocala	2.4	213
Manchester - Nashua	2.3	215
Lake Charles	2.2	216
Lexington-Fayette	2.2	216
Bellingham	2.1	218
Benton Harbor	2.1	218
Huntsville	2.1	218
Johnson City - Kingsport - Bristol	2.1	218
Erie	2.0	222
Niagara Falls	1.9	223
Binghamton	1.8	224
Elkhart - Goshen	1.8	224
Jackson, Mich.	1.8	224
Portsmouth - Dover - Rochester	1.8	224
Lawrence, Kans.	1.7	228
Panama City	1.7	228
Alexandria, La.	1.6	230
Dothan	1.6	230
Huntington - Ashland	1.6	230
Sherman - Denison	1.6	230
Sioux City	1.6	230
Appleton - Oshkosh - Neenah	1.5	235
Athens	1.5	235
Hamilton - Middletown	1.5	235
Lafayette, Ind.	1.5	235
Pascagoula	1.5	235
St. Joseph	1.5	235
Springfield, Mo.	1.5	235
Charleston, W.Va.	1.4	242
Fort Smith	1.4	242
Kankakee	1.4	242
Texarkana	1.4	242
Albany, Ga.	1.3	246
Cedar Rapids	1.3	246
Evansville	1.3	246
Great Falls	1.3	246
Monroe	1.3	246
Total Top 250	**14,014.0**	
Roanoke	1.3	246
Bloomington - Normal	1.2	252
Bloomington, Ind.	1.2	252
Springfield, Ill.	1.2	252
Tuscaloosa	1.2	252
Anniston	1.1	256
Beaver County, Pa.	1.1	256
Hickory	1.1	256
Johnstown	1.1	256
Lima	1.1	256
Portland, Me.	1.1	256
Asheville	1.0	262
Charlottesville	1.0	262
Columbia, Mo.	1.0	262
Fargo - Moorhead	1.0	262
Glens Falls	1.0	262
Grand Forks	1.0	262
Kokomo	1.0	262
Lynchburg	1.0	262
Mansfield	1.0	262
Sheboygan	1.0	262
Waterloo - Cedar Falls	1.0	262
Wheeling	1.0	262
Burlington, Vt.	.9	274
Duluth	.9	274
Elmira	.9	274
Fayetteville - Springdale	.9	274
Florence, S.C.	.9	274
Green Bay	.9	274
Janesville - Beloit	.9	274
Joplin	.9	274
Terre Haute	.9	274
Anderson, Ind.	.8	283
Anderson, S.C.	.8	283
Danville, Va.	.8	283
Decatur	.8	283
Florence, Ala.	.8	283
Iowa City	.8	283
Muncie	.8	283
Pittsfield	.8	283
State College	.8	283
Steubenville - Weirton	.8	283
Wilmington, N.C.	.8	283
Enid	.7	294
Hagerstown	.7	294
Parkersburg - Marietta	.7	294
Pine Bluff	.7	294
Burlington, N.C.	.6	298
St. Cloud	.6	298
Dubuque	.5	300
Gadsden	.5	300
Lewiston - Auburn	.5	300
Rochester, Minn.	.5	300
Sioux Falls	.5	300
Altoona	.4	305
Bangor	.4	305
Cumberland	.4	305
Eau Claire	.4	305
La Crosse	.4	305
Owensboro	.4	305
Sharon	.4	305
Williamsport	.4	305
Bismarck	.3	313
Wausau	.3	313
Total Above Areas	**14,065.9**	
Percent of U.S.	**87.8169**	
U.S. Total	**16,017.3**	

HOMEOWNER HOUSEHOLDS

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,358.6	1
Chicago	1,212.9	2
Philadelphia	1,134.2	3
Detroit	1,115.4	4
New York	896.6	5
Boston - Lawrence - Salem - Lowell - Brockton	737.2	6
Washington	700.3	7
Nassau - Suffolk	665.7	8
Houston	643.6	9
Pittsburgh	567.3	10
Minneapolis - St. Paul	550.7	11
Tampa - St. Petersburg - Clearwater	517.5	12
Atlanta	512.3	13
Baltimore	480.9	14
Dallas	465.3	15
Anaheim - Santa Ana	457.8	16
St. Louis	453.1	17
Cleveland	451.6	18
Riverside - San Bernardino	425.0	19
Phoenix	424.1	20
Oakland	414.8	21
Seattle	414.2	22
San Diego	403.5	23
Denver	379.4	24
Newark	368.9	25
Miami - Hialeah	352.3	26
Fort Lauderdale - Hollywood - Pompano Beach	335.8	27
Cincinnati	323.3	28
Milwaukee	310.7	29
San Francisco	297.2	30
San Jose	296.9	31
Columbus, Ohio	292.9	32
Sacramento	286.6	33
Indianapolis	282.8	34
Bergen - Passaic	279.4	35
Portland, Ore.	278.3	36
New Orleans	260.3	37
Fort Worth - Arlington	255.4	38
Charlotte - Gastonia - Rock Hill	247.2	39
Monmouth - Ocean	246.6	40
Louisville	242.8	41
San Antonio	242.5	42
Hartford - New Britain - Middletown - Bristol	241.4	43
Norfolk - Virginia Beach - Newport News	240.9	44
Rochester, N.Y.	235.6	45
Dayton - Springfield	234.3	46
Oklahoma City	234.1	47
Buffalo	229.7	48
Kansas City, Mo.	228.6	49
Birmingham	226.2	50
Total Top 50	**22,452.7**	
Greensboro - Winston-Salem - High Point	224.0	51
Salt Lake City - Ogden	221.1	52
Nashville	210.9	53
Middlesex - Somerset - Hunterdon	210.6	54
West Palm Beach - Boca Raton - Delray Beach	200.8	55
Albany - Schenectady - Troy	200.6	56
Memphis	198.8	57
Bridgeport - Stamford - Norwalk - Danbury	196.9	58
Providence - Pawtucket - Woonsocket	189.4	59
Scranton - Wilkes-Barre	188.4	60
Orlando	185.4	61
Tulsa	184.0	62
Richmond - Petersburg	182.0	63
Jacksonville, Fla.	179.9	64
New Haven - Waterbury - Meriden	172.6	65
Allentown - Bethlehem	171.2	66
Akron	166.3	67
Grand Rapids	160.0	68
Toledo	153.0	69
Gary - Hammond	151.8	70
Syracuse	149.9	71
Knoxville	149.4	72
Greenville - Spartanburg	147.2	73
Tucson	145.4	74
Harrisburg - Lebanon - Carlisle	144.8	75
Omaha	142.4	76
Youngstown - Warren	140.2	77
Worcester - Fitchburg - Leominster	139.3	78
Kansas City, Kans.	137.4	79
Wilmington, Del.	129.2	20
Raleigh - Durham	128.3	81
Oxnard - Ventura	126.5	82
Springfield, Mass.	125.8	83
Honolulu	124.6	84
Johnson City - Kingsport - Bristol	121.5	85
Austin	121.3	86
Baton Rouge	119.6	87
Little Rock - North Little Rock	118.4	88
Las Vegas	117.6	89
Tacoma	117.5	90
Flint	116.9	91
Fresno	114.1	92
Saginaw - Bay City - Midland	110.9	93
Mobile	110.4	94
Lake County, Ill.	110.3	95
Chattanooga	109.5	96
Canton	106.6	97
York	106.2	98
Albuquerque	105.9	99
Wichita	105.7	100
Total Top 100	**29,943.2**	
Beaumont - Port Arthur	100.5	101
New Bedford - Fall River - Attleboro	100.1	102
Davenport - Rock Island - Moline	99.5	103
Des Moines	98.3	104
Peoria	96.9	105
Charleston, S.C.	96.3	106
Lansing - East Lansing	95.0	107
Columbia, S.C.	94.9	108
Bakersfield	94.3	109
Fort Wayne	94.0	110
El Paso	93.0	111
Joliet	91.2	112
Spokane	90.4	113
Huntington - Ashland	89.9	114
Lancaster	89.8	115
Lakeland - Winter Haven	88.6	116
Jackson, Miss.	87.8	117
Reading	85.9	118
Augusta	84.5	119
Vallejo - Fairfield - Napa	84.4	120
Daytona Beach	84.3	121
Shreveport	83.6	122
Santa Rosa - Petaluma	82.2	123
Stockton	81.5	124
Melbourne - Titusville - Palm Bay	79.2	125
Sarasota	77.7	126
Aurora - Elgin	76.3	127
Pensacola	75.6	128
Appleton - Oshkosh - Neenah	75.5	129
Utica - Rome	75.5	129
Atlantic City	74.1	131
Evansville	73.6	132
Duluth	73.5	133
Charleston, W.Va.	72.9	134
Alton - Granite City	72.6	135
Colorado Springs	72.0	136
Portsmouth - Dover - Rochester	71.8	137
Fort Myers	71.3	138
Madison	71.2	139
Rockford	70.8	140
Erie	69.9	141
East St. Louis - Belleville	69.8	142
Lorain - Elyria	69.6	143
Trenton	69.6	143
Johnstown	69.5	145
Corpus Christi	69.2	146
Lexington-Fayette	69.2	146
Montgomery	67.5	148
Eugene - Springfield	65.7	149
Modesto	65.6	150
Total Top 150	**33,999.3**	
Binghamton	65.5	151
Hamilton - Middletown	65.2	152
Manchester - Nashua	64.8	153
South Bend - Mishawaka	64.3	154
Salem, Ore.	62.5	155
Santa Barbara - Santa Maria - Lompoc	61.4	156
Jersey City	61.0	157
McAllen - Edinburg - Mission	60.8	158
Macon - Warner Robins	60.8	158
Orange County, N.Y.	59.2	160
Hickory	58.1	161
Roanoke	57.2	162
Poughkeepsie	57.1	163
Niagara Falls	56.5	164
Visalia - Tulare - Porterville	56.5	164
Springfield, Mo.	56.2	166
Beaver County, Pa.	55.1	167
Salinas - Seaside - Monterey	54.9	168
New London - Norwich	53.8	169
Portland, Me.	53.1	170
Springfield, Ill.	52.0	171
Ann Arbor	51.4	172
Kalamazoo	50.3	173
Vancouver	50.3	173
Fort Pierce	50.1	175
Bradenton	49.9	176
Savannah	49.8	177
Wheeling	49.6	178
Boise	49.1	179
Galveston - Texas City	48.5	180
Lafayette, La.	48.1	181
Lubbock	48.1	181
Reno	48.1	181
Boulder - Longmont	47.7	184
Amarillo	47.4	185
Fayetteville, N.C.	47.2	186
Santa Cruz	47.1	187
Huntsville	46.8	188
Lincoln	46.8	188
Columbus, Ga.	45.8	190
Cedar Rapids	45.7	191
Asheville	44.6	192
Fort Smith	44.1	193
Steubenville - Weirton	44.1	193
Houma - Thibodaux	43.8	195
Green Bay	43.6	196
Lake Charles	43.5	197
Parkersburg - Marietta	43.4	198
Benton Harbor	43.3	199
Brazoria	43.2	200
Total Top 200	**36,596.7**	
Tallahassee	43.0	201
Yakima	43.0	201
Racine	42.7	203
Brownsville - Harlingen	42.6	204
Waterloo - Cedar Falls	42.4	205
Provo - Orem	42.2	206
Biloxi - Gulfport	41.9	207
Anchorage	41.6	208
Muskegon	41.6	208
Topeka	41.5	210
Waco	41.4	211
Lima	41.3	212
Longview - Marshall	41.0	213
St. Cloud	40.9	214
Chico	40.5	215
Ocala	40.3	216
Fort Collins - Loveland	39.8	217
Killeen - Temple	39.6	218
Bremerton	39.1	219
Jackson, Mich.	38.9	220
Gainesville	38.3	221
Anderson, S.C.	38.2	222
Richland - Kennewick - Pasco	38.1	223
Anderson, Ind.	38.0	224
Florence, Ala.	38.0	224
Battle Creek	37.5	226
Joplin	37.4	227
Altoona	36.6	228
Elkhart - Goshen	36.6	228
Terre Haute	36.6	228
Medford	36.5	231
Decatur	36.3	232
Lynchburg	35.9	233
Janesville - Beloit	35.7	234
Sharon	35.3	235
Tyler	35.0	236
Pittsfield	34.8	237
Mansfield	34.6	238
Olympia	34.6	238
Monroe	34.0	240
Pueblo	33.6	241
Eau Claire	33.3	242
Bangor	33.2	243
Fargo - Moorhead	33.2	243
Redding	33.1	245
Champaign - Urbana - Rantoul	32.4	246
Alexandria, La.	32.1	247
Kenosha	31.6	248
Muncie	31.4	249
Sioux City	31.0	250
Total Top 250	**38,474.9**	
Vineland - Millville - Bridgeton	30.9	251
Williamsport	30.7	252
Texarkana	30.6	253
Tuscaloosa	30.6	253
Wausau	30.5	255
Clarksville - Hopkinsville	30.4	256
Odessa	30.3	257
Pascagoula	30.3	257
Greeley	29.9	259
Billings	29.6	260
Anniston	29.4	261
Danville, Va.	29.2	262
Wichita Falls	29.2	262
Dothan	29.0	264
Athens	28.6	265
Cumberland	28.6	265
Kokomo	28.5	267
Bloomington - Normal	28.3	268
Gadsden	28.3	268
Sioux Falls	28.0	270
Glens Falls	27.8	271
Burlington, N.C.	27.4	272
Burlington, Vt.	27.4	272
Bellingham	27.3	274
Florence, S.C.	27.1	275
Abilene	26.8	276
Hagerstown	26.5	277
Wilmington, N.C.	26.4	278
Panama City	26.1	279
Sheboygan	26.1	279
Fort Walton Beach	25.6	281
Sherman - Denison	25.5	282
Fayetteville - Springdale	25.2	283
Lafayette, Ind.	25.2	283
Charlottesville	24.8	285
Rochester, Minn.	24.6	286
Elmira	24.4	287
Kankakee	24.4	287
Midland, Tex.	23.5	289
St. Joseph	23.0	290
Yuba City	22.9	291
Lawton	22.7	292
State College	22.7	292
Lewiston - Auburn	22.6	294
Dubuque	22.5	295
Owensboro	22.3	296
La Crosse	22.2	297
Las Cruces	22.2	297
Albany, Ga.	21.9	299
Bismarck	21.8	300
Columbia, Mo.	21.5	301
Casper	21.2	302
Pine Bluff	21.1	303
San Angelo	21.1	303
Bloomington, Ind.	20.1	305
Great Falls	19.5	306
Enid	18.7	307
Laredo	18.1	308
Bryan - College Station	17.7	309
Jacksonville, N.C.	17.7	309
Iowa City	17.4	311
Victoria	16.7	312
Lawrence, Kans.	13.8	313
Grand Forks	12.3	314
Total Above Areas	**40,061.6**	
Percent of U.S.	**73.0844**	
U.S. Total	**54,815.5**	

A DOZEN FRESH INSIGHTS INTO YOUR MARKET.



These insights can be invaluable for developing your most efficient marketing strategies and tactics. NPD Research, the nation's largest diary panel organization, is the source. We provide the clearest, most actionable information you can find anywhere for understanding consumer purchase and usage dynamics on a national or local market basis. And we would like to share some of this information with you. Cases in point:

The Impact of Couponing On Brand Loyalty.

This study shows how brand loyalty trends are changing in a market characterized by strong growth in couponing. In it, you can see how the proliferation of coupons sensitized many brand loyal buyers to the attractiveness of these offers and reinforced the less loyal, price sensitive buyers' use of coupons.

How Usage Patterns Affect Purchasing Behavior.

This study shows how a brand's *usage* patterns were holding back its growth. The category was rice; the market trend was toward greater *ingredient* usage in recipes. But, we discovered that our brand's users, when preparing recipes, were actually using competitive brands three-fourths of the time! This startling revelation led to a repositioning of our brand as an acceptable, even superior, ingredient choice.

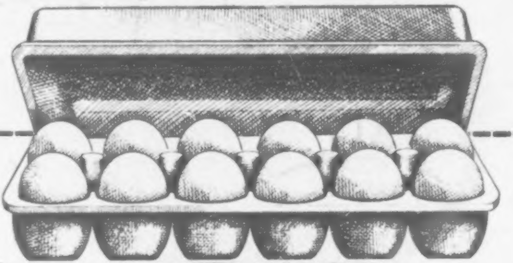
Increasing Share Among Heavy Buyers.

This study shows the importance of heavy buyers. Our clients' brand was number two; but the *only* difference between it and Number One was a weaker performance among heavy category buyers, the one-third of buyers who buy three-fourths of the volume. In order to build sales among them, we recommended promotions and other marketing tactics that hold special heavy-buyers appeal.

We Invite You to Study These Studies—Compliments of NPD.

We will be delighted to send you, at no charge, our published series of NPD INSIGHTS. Additional subjects covered include: line extension vs. new brand strategies; effects of shelf position on product sales and usage; heavy versus light deal buyers; effects of coupons vs. store specials; effects of coupons and free samples on trial and repeat; effectiveness of trade promotions by outlet.

You will notice that the common thread running throughout these cases is their basis in consumer purchasing and usage behavior. NPD diary panels offer a unique opportunity to gain insight into the total picture because we track the same panelists over time. This allows us to monitor households based on actual behavior rather than recall. We believe that NPD can give you the clearest and most profound understanding of consumer behavior and of your market. And our ESP model provides an understanding of the purchasing dynamics of new products before test marketing. For more information send in the coupon or call (516) 625-0700 in New York or (312) 692-6700 in Chicago. And take advantage of our free INSIGHTS.



FREE

Please send my complimentary copy of the published NPD INSIGHTS. It's a dozen—in fact a baker's dozen—enlightening marketing studies (44 pages) which should give me further *insight* into my market.

Name__________ Title__________

Company__________ Phone__________

Address__________

City__________ State__________ Zip__________

Send this coupon to the office nearest you.

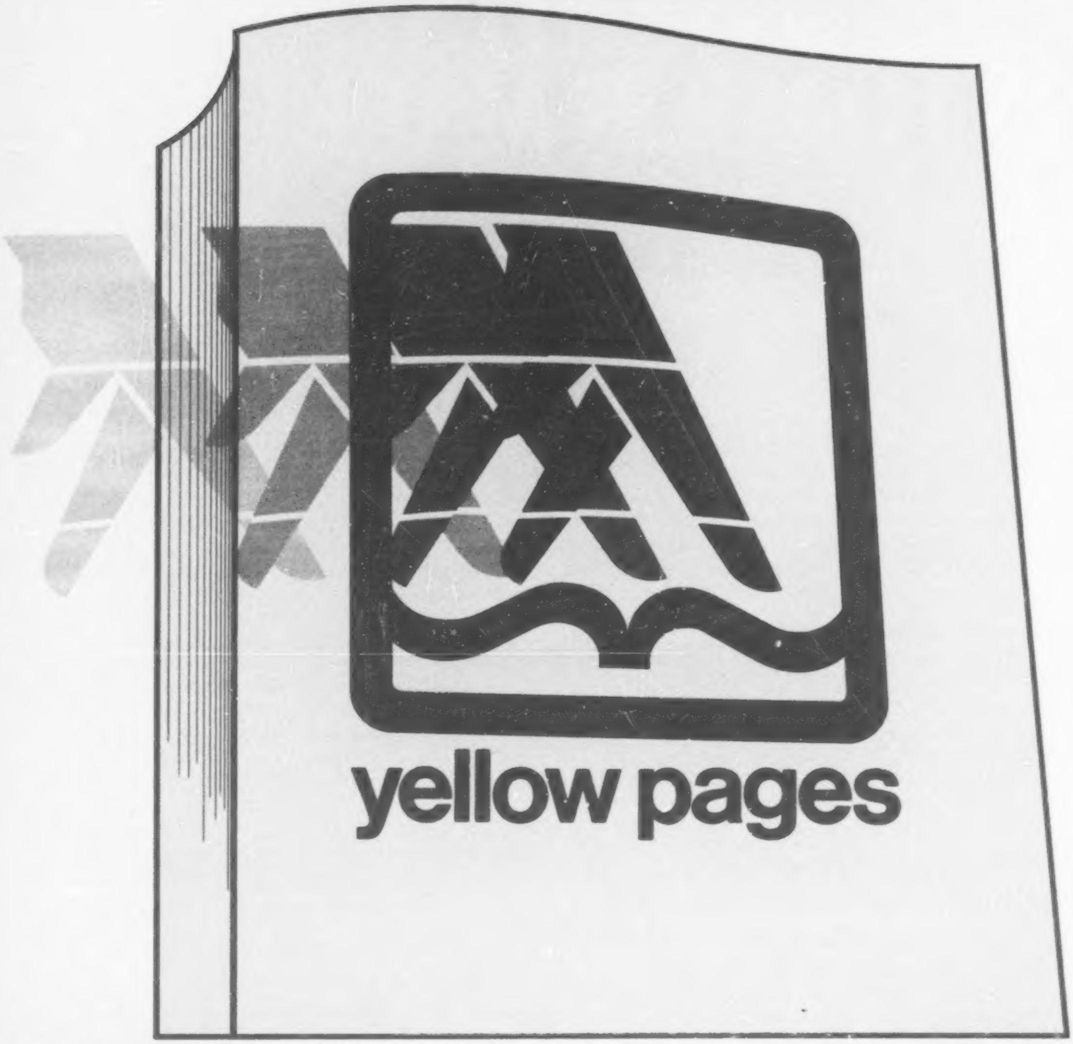
NPD RESEARCH, INC.

One of THE NPD GROUP of Marketing & Research Companies

New York: 900 West Shore Road, Port Washington, NY 11050
Chicago: 9801 West Higgins Road, Rosemont, IL 60018

SM7

Action



National Yellow Pages Advertising Makes Things Happen!

When you blend National Yellow Pages advertising into your marketing/media mix, you add the most important ingredient of all…ACTION.

Today, more than ever, national advertisers are demanding that their advertising programs produce *results.* So doesn't it make good sense to use the one medium that reaches your prospects *after* they have decided to buy but *before* they have decided which brand to buy or where to buy?

And doesn't it make even more sense to use the medium that gets your prospect to take ACTION? 84% of all Yellow Pages references are followed by ACTION—a visit, a phone call, or a letter.

Eight out of ten adults use the Yellow Pages when considering a purchase. Almost 12 million adults use the Yellow Pages every day. Among households with an annual income of $40,000 and over, there is an average of 95 Yellow Pages references per year.

The National Yellow Pages Service Association has all the research, the facts, and the tools you need to help you plan a more effective, cost-efficient National Yellow Pages advertising program. Let NYPSA prove the power of National Yellow Pages to you. Call or write NYPSA, or ask your advertising agency to contact us.

nypsa

National Yellow Pages Service Association

nypsa

888 W. Big Beaver Road
Troy, Michigan 48084
Telephone: (313) 362-3300

the medium that puts the "closing touch" on your marketing/media plans

BLACK POPULATION

Area	(Thous.)	Rank
New York	1,872.4	1
Chicago	1,321.2	2
Los Angeles - Long Beach	1,000.7	3
Philadelphia	888.9	4
Washington	867.4	5
Detroit	863.2	6
Houston	558.4	7
Baltimore	557.3	8
Atlanta	552.1	9
New Orleans	427.9	10
Newark	409.0	11
Memphis	380.3	12
Cleveland	345.3	13
Norfolk - Virginia Beach - Newport News	337.7	14
Dallas	329.4	15
St. Louis	308.2	16
Miami - Hialeah	303.5	17
Oakland	278.7	18
Birmingham	241.8	19
Richmond - Petersburg	227.1	20
Charlotte - Gastonia - Rock Hill	201.6	21
Cincinnati	180.3	22
Pittsburgh	179.1	23
Nassau - Suffolk	176.5	24
Boston - Lawrence - Salem - Lowell - Brockton	174.3	25
Greensboro - Winston-Salem - High Point	166.2	26
Jackson, Miss.	160.3	27
Jacksonville, Fla.	159.5	28
Tampa - St. Petersburg - Clearwater	159.0	29
Indianapolis	157.3	30
Raleigh - Durham	153.0	31
Baton Rouge	151.5	32
Milwaukee	147.8	33
Nashville	147.7	34
Columbus, Ohio	146.7	35
Charleston, S.C.	144.1	36
San Francisco	130.8	37
Mobile	130.5	38
Kansas City, Mo.	129.1	39
Gary - Hammond	124.4	40
Columbia, S.C.	124.3	41
Fort Lauderdale - Hollywood - Pompano Beach	124.0	42
Dayton - Springfield	123.1	43
Louisville	121.6	44
San Diego	116.9	45
Shreveport	116.7	46
Augusta	114.6	47
Fort Worth - Arlington	109.5	48
Buffalo	106.3	49
Greenville - Spartanburg	106.0	50
Total Top 50	**16,353.2**	
Orlando	98.5	51
Montgomery	98.1	52
Little Rock - North Little Rock	96.9	53
Bergen - Passaic	95.0	54
Macon - Warner Robins	93.3	55
Riverside - San Bernardino	90.0	56
West Palm Beach - Boca Raton - Delray Beach	86.4	57
Columbus, Ga.	85.3	58
Savannah	84.7	59
Beaumont - Port Arthur	84.6	60
Rochester, N.Y.	83.1	61
Oklahoma City	79.8	62
Flint	78.7	63
Denver	78.6	64
Fayetteville, N.C.	77.8	65
Wilmington, Del.	75.0	66
Hartford - New Britain - Middletown - Bristol	74.5	67
East St. Louis - Belleville	73.7	68
San Antonio	73.7	68
New Haven - Waterbury - Meriden	69.2	70
Jersey City	69.0	71
Sacramento	68.7	72
Toledo	68.0	73
Bridgeport - Stamford - Norwalk - Danbury	67.8	74
Tallahassee	64.4	75
Chattanooga	64.0	76
Akron	63.5	77
Seattle	59.8	78
Monmouth - Ocean	59.3	79
Youngstown - Warren	58.7	80
Trenton	58.0	81
Austin	53.2	82
Phoenix	53.2	82
Tulsa	52.6	84
Las Vegas	52.2	85
Minneapolis - St. Paul	52.1	86
Lakeland - Winter Haven	51.7	37
Kansas City, Kans.	50.8	88
Middlesex - Somerset - Hunterdon	50.5	89
Pensacola	50.0	90
Lafayette, La.	48.8	91
Albany, Ga.	48.7	92
San Jose	48.0	93
Omaha	45.3	94
Florence, S.C.	44.3	95
Monroe	43.8	96
Atlantic City	43.0	97
Lake Charles	39.3	98
Killeen - Temple	39.2	99
Huntsville	39.1	100
Total Top 100	**19,637.1**	
Alexandria, La.	38.9	101
Tuscaloosa	38.5	102
Knoxville	38.1	103
Galveston - Texas City	37.9	104
Saginaw - Bay City - Midland	37.9	104
Pine Bluff	37.7	106
Longview - Marshall	37.1	107
Harrisburg - Lebanon - Carlisle	37.0	108
Lexington-Fayette	36.4	109
Gainesville	35.4	110
Biloxi - Gulfport	35.2	111
Danville, Va.	35.0	112
Albany - Schenectady - Troy	34.6	113
Clarksville - Hopkinsville	34.2	114
Portland, Ore.	34.2	114
Joliet	34.1	116
Grand Rapids	33.9	117
Syracuse	33.5	118
Wichita	32.8	119
Vallejo - Fairfield - Napa	32.5	120
Daytona Beach	31.5	121
Tacoma	31.3	122
Tyler	30.9	123
Springfield, Mass.	30.6	124
Lynchburg	30.5	125
Lake County, Ill.	29.8	126
Ann Arbor	29.5	127
Anaheim - Santa Ana	28.9	128
Waco	28.5	129
Fresno	27.9	130
Fort Wayne	27.4	131
Fort Pierce	27.2	132
Providence - Pawtucket - Woonsocket	27.0	133
Roanoke	26.9	134
Texarkana	26.9	134
Canton	26.6	136
Houma - Thibodaux	26.4	137
Athens	25.6	138
Anderson, S.C.	25.3	139
Benton Harbor	25.2	140
Dothan	25.2	140
Melbourne - Titusville - Palm Bay	24.8	142
Pascagoula	24.4	143
Lansing - East Lansing	24.3	144
Wilmington, N.C.	23.5	145
Bakersfield	23.4	146
Jacksonville, N.C.	23.1	147
Ocala	22.8	148
Peoria	22.8	148
Rockford	21.9	150
Total Top 150	**21,152.1**	
South Bend - Mishawaka	21.9	150
Anniston	21.3	152
Lorain - Elyria	21.2	153
Stockton	21.1	154
Vineland - Millville - Bridgeton	20.8	155
Salinas - Seaside - Monterey	20.6	156
Colorado Springs	20.5	157
Muskegon	19.3	158
Burlington, N.C.	19.1	159
Poughkeepsie	18.9	160
Fort Myers	18.6	161
Orange County, N.Y.	18.4	162
Charlottesville	18.3	163
El Paso	18.3	163
Davenport - Rock Island - Moline	18.2	165
Lawton	17.7	166
Honolulu	17.6	167
Hickory	17.5	168
Florence, Ala.	17.4	169
Tucson	16.6	170
Kalamazoo	16.5	171
Evansville	16.3	172
Lubbock	16.0	173
Kankakee	15.6	174
Alton - Granite City	15.2	175
Champaign - Urbana - Rantoul	14.9	176
Des Moines	14.9	176
Bradenton	14.6	178
Asheville	14.5	179
Brazoria	14.5	179
Decatur	14.5	179
Aurora - Elgin	14.4	182
Charleston, W.Va.	14.1	183
Racine	14.1	183
Gadsden	14.0	185
Erie	13.9	186
Battle Creek	13.8	187
Hamilton - Middletown	13.8	187
Corpus Christi	13.1	189
Oxnard - Ventura	12.7	190
Beaver County, Pa.	12.4	191
Panama City	12.4	191
Springfield, Ill.	12.4	191
Niagara Falls	12.0	194
Lima	11.9	195
Topeka	11.9	195
Sarasota	11.7	197
York	11.6	198
Bryan - College Station	11.5	199
Jackson, Mich.	11.3	200
Total Top 200	**21,945.9**	
Wichita Falls	10.9	201
Allentown - Bethlehem	10.8	202
Johnson City - Kingsport - Bristol	10.6	203
Anchorage	10.2	204
Mansfield	10.2	204
Albuquerque	10.1	206
Anderson, Ind.	10.0	207
Fort Walton Beach	9.9	208
Worcester - Fitchburg - Leominster	9.9	208
New London - Norwich	9.5	210
Salt Lake City - Ogden	9.4	211
Waterloo - Cedar Falls	9.3	212
Utica - Rome	9.1	213
Amarillo	8.7	214
Reading	8.7	214
Santa Barbara - Santa Maria - Lompoc	8.5	216
Lancaster	8.1	217
Huntington - Ashland	8.0	218
Muncie	7.8	219
Midland, Tex.	7.6	220
Columbia, Mo.	7.0	221
Steubenville - Weirton	6.9	222
Abilene	6.8	223
Sherman - Denison	6.7	224
Scranton - Wilkes-Barre	6.6	225
Terre Haute	6.6	225
Fort Smith	6.5	227
Elkhart - Goshen	6.2	228
Madison	6.1	229
Sharon	6.1	229
Hagerstown	5.6	231
New Bedford - Fall River - Attleboro	5.4	232
Odessa	5.4	232
Bloomington - Normal	5.3	234
Janesville - Beloit	5.0	235
Victoria	4.9	236
Spokane	4.7	237
Kokomo	4.5	238
Wheeling	4.5	238
Elmira	4.4	240
Binghamton	4.2	241
Johnstown	4.2	241
Santa Rosa - Petaluma	4.2	241
Lincoln	3.9	244
Reno	3.9	244
Visalia - Tulare - Porterville	3.9	244
Modesto	3.6	247
Owensboro	3.6	247
Springfield, Mo.	3.6	247
San Angelo	3.5	250
Total Top 250	**22,287.0**	
Cedar Rapids	3.1	251
Lawrence, Kans.	3.1	251
Yuba City	3.1	251
Bremerton	3.0	254
Kenosha	3.0	254
St. Joseph	2.9	256
Bloomington, Ind.	2.7	257
Cumberland	2.7	257
Richland - Kennewick - Pasco	2.5	259
Pittsfield	2.4	260
Pueblo	2.3	261
Enid	2.2	262
Lafayette, Ind.	2.2	262
Portsmouth - Dover - Rochester	2.2	262
Williamsport	2.2	262
Chico	2.1	266
Boulder - Longmont	2.0	267
Parkersburg - Marietta	2.0	267
Vancouver	1.9	269
Eugene - Springfield	1.8	270
Manchester - Nashua	1.8	270
Fayetteville - Springdale	1.7	272
Las Cruces	1.7	272
Santa Cruz	1.7	272
State College	1.7	272
Glens Falls	1.6	276
Salem, Ore.	1.6	276
Yakima	1.6	276
Altoona	1.4	279
Joplin	1.4	279
Iowa City	1.3	281
Sioux City	1.3	281
Duluth	1.2	283
Grand Forks	1.2	283
Olympia	1.2	283
Portland, Me.	1.2	283
Great Falls	1.0	287
Redding	.9	288
Boise	.8	289
Brownsville - Harlingen	.8	289
Fort Collins - Loveland	.7	291
Greeley	.7	291
Burlington, Vt.	.6	293
Casper	.6	293
Green Bay	.6	293
McAllen - Edinburg - Mission	.6	293
Appleton - Oshkosh - Neenah	.5	297
Rochester, Minn.	.5	297
Bellingham	.4	299
Fargo - Moorhead	.4	299
St. Cloud	.4	299
Sheboygan	.4	299
Sioux Falls	.4	299
Bangor	.3	304
Billings	.3	304
Dubuque	.3	304
Lewiston - Auburn	.3	304
Eau Claire	.2	308
La Crosse	.2	308
Medford	.2	308
Provo - Orem	.2	308
Bismarck	.1	312
Laredo	.1	312
Wausau	.1	312
Total Above Areas	**22,372.6**	
Percent of U.S.	**81.6980**	
U.S. Total	**27,384.5**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	690.9	1
New York	642.2	2
Chicago	533.0	3
Detroit	390.7	4
Philadelphia	373.8	5
Houston	311.7	6
Washington	260.2	7
Boston - Lawrence - Salem - Lowell - Brockton	256.7	8
Atlanta	202.4	9
Dallas	199.3	10
Nassau - Suffolk	198.9	11
Minnenpolis - St. Paul	196.7	12
Baltimore	173.2	13
Anaheim - Santa Ana	171.5	14
Riverside - San Bernardino	168.9	15
San Diego	168.3	16
St. Louis	160.3	17
Pittsburgh	154.5	18
Phoenix	151.6	19
Cleveland	151.1	20
Newark	146.0	21
Oakland	145.8	22
Salt Lake City - Ogden	145.6	23
Denver	138.3	24
New Orleans	131.4	25
Seattle	131.4	25
Cincinnati	131.0	27
Miami - Hialeah	126.4	28
Milwaukee	124.2	29
San Antonio	116.3	30
San Jose	115.5	31
Columbus, Ohio	113.9	32
Norfolk - Virginia Beach - Newport News	111.3	33
Tampa - St. Petersburg - Clearwater	110.9	34
Indianapolis	108.6	35
Sacramento	102.0	36
Portland, Ore.	100.3	37
Fort Worth - Arlington	96.2	38
San Francisco	93.6	39
Memphis	91.1	40
Bergen - Passaic	88.0	41
Louisville	87.9	42
Oklahoma City	86.9	43
Charlotte - Gastonia - Rock Hill	84.0	44
Birmingham	82.3	45
Kansas City, Mo.	82.3	45
Dayton - Springfield	81.4	47
Rochester, N.Y.	79.9	48
Nashville	76.5	49
Hartford - New Britain - Middletown - Bristol	75.8	50
Total Top 50	**8,760.7**	
Honolulu	75.8	50
Buffalo	74.8	52
Monmouth - Ocean	71.6	53
Jacksonville, Fla.	68.6	54
Greensboro - Winston-Salem - High Point	68.3	55
Gary - Hammond	66.9	56
Tulsa	66.8	57
Fort Lauderdale - Hollywood - Pompano Beach	66.6	58
Albany - Schenectady - Troy	65.3	59
Middlesex - Somerset - Hunterdon	64.4	60
Providence - Pawtucket - Woonsocket	63.9	61
Richmond - Petersburg	63.2	62
Orlando	61.8	63
Grand Rapids	61.3	64
El Paso	60.9	65
Omaha	58.6	66
Bridgeport - Stamford - Norwalk - Danbury	58.0	•67
Oxnard - Ventura	57.6	68
Toledo	57.4	69
New Haven - Waterbury - Meriden	56.6	70
Baton Rouge	56.2	71
Fresno	56.0	72
Akron	55.1	73
Syracuse	55.1	73
Scranton - Wilkes-Barre	53.0	75
Austin	52.7	76
Worcester - Fitchburg - Leominster	51.8	77
Tucson	50.9	78
Greenville - Spartanburg	50.0	79
Kansas City, Kans.	49.4	80
Tacoma	49.2	81
Little Rock - North Little Rock	48.6	82
Allentown - Bethlehem	48.2	83
Mobile	47.3	84
Bakersfield	47.2	85
Knoxville	46.0	86
Charleston, S.C.	45.5	87
Youngstown - Warren	45.3	88
Las Vegas	45.2	89
Jersey City	44.8	90
Raleigh - Durham	44.7	91
Harrisburg - Lebanon - Carlisle	44.5	92
Wilmington, Del.	44.2	93
Flint	43.7	94
Lake County, Ill.	43.2	95
Springfield, Mass.	42.8	96
Provo - Orem	42.7	97
Albuquerque	42.3	98
McAllen - Edinburg - Mission	42.0	99
Wichita	41.9	100
Total Top 100	**11,478.6**	
Joliet	41.1	101
Saginaw - Bay City - Midland	41.0	102
West Palm Beach - Boca Raton - Delray Beach	40.7	103
New Bedford - Fall River - Attleboro	39.6	104
Jackson, Miss.	39.5	105
Chattanooga	38.8	106
Corpus Christi	38.6	107
Lansing - East Lansing	38.5	108
Davenport - Rock Island - Moline	38.4	109
Beaumont - Port Arthur	38.2	110
Columbia, S.C.	36.7	111
Peoria	36.6	112
Fort Wayne	35.9	113
Canton	35.7	114
Shreveport	35.5	115
Stockton	35.5	115
Johnson City - Kingsport - Bristol	35.1	117
Augusta	34.9	118
Aurora - Elgin	34.5	119
Vallejo - Fairfield - Napa	34.5	119
Lancaster	34.1	121
Des Moines	34.0	122
Spokane	32.9	123
York	32.0	124
Colorado Springs	31.7	125
Salinas - Seaside - Monterey	31.7	125
Huntington - Ashland	31.2	127
Brownsville - Harlingen	30.0	128
Visalia - Tulare - Porterville	29.7	129
Lexington-Fayette	29.3	130
East St. Louis - Belleville	29.2	131
Modesto	29.0	132
Fayetteville, N.C.	28.9	133
Lorain - Elyria	28.1	134
Lakeland - Winter Haven	28.0	135
Appleton - Oshkosh - Neenah	27.8	136
Montgomery	27.5	137
Pensacola	27.5	137
Santa Rosa - Petaluma	27.2	139
Killeen - Temple	26.5	140
Erie	25.8	141
Macon - Warner Robins	25.8	141
Utica - Rome	25.8	141
Madison	25.6	144
Rockford	25.6	144
Evansville	25.4	146
Orange County, N.Y.	25.2	147
Manchester - Nashua	25.1	148
Eugene - Springfield	25.0	149
Portsmouth - Dover - Rochester	24.9	150
Total Top 150	**13,078.4**	
Salem, Ore.	24.9	150
Hamilton - Middletown	24.7	152
Charleston, W.Va.	24.1	153
Duluth	23.8	154
Reading	23.6	155
Santa Barbara - Santa Maria - Lompoc	23.4	156
Alton - Granite City	23.0	157
Columbus, Ga.	22.9	158
Lubbock	22.7	159
Johnstown	22.5	160
Savannah	22.5	160
Trenton	22.5	160
Anchorage	22.3	163
Lafayette, La.	21.8	164
Houma - Thibodaux	21.7	165
Ann Arbor	21.5	166
Atlantic City	21.3	167
Vancouver	21.3	167
South Bend - Mishawaka	20.7	169
Binghamton	20.6	170
Brazoria	20.6	170
Boise	20.1	172
Galveston - Texas City	20.1	172
New London - Norwich	20.1	172
Poughkeepsie	19.6	175
Biloxi - Gulfport	19.1	176
Amarillo	19.0	177
Melbourne - Titusville - Palm Bay	19.0	177
Niagara Falls	18.8	179
Springfield, Mo.	18.6	180
Yakima	18.5	181
St. Cloud	18.3	182
Lake Charles	18.1	183
Richland - Kennewick - Pasco	18.1	183
Kalamazoo	18.0	185
Hickory	17.8	186
Tallahassee	17.8	186
Green Bay	17.3	188
Daytona Beach	17.2	189
Portland, Me.	17.2	189
Springfield, Ill.	17.2	189
Clarksville - Hopkinsville	16.9	192
Huntsville	16.9	192
Lincoln	16.9	192
Racine	16.7	195
Santa Cruz	16.5	196
Fort Smith	16.4	197
Roanoke	16.3	198
Waco	16.3	198
Benton Harbor	16.2	200
Total Top 200	**14,069.8**	
Longview - Marshall	16.2	200
Beaver County, Pa.	16.1	202
Lima	15.9	203
Waterloo - Cedar Falls	15.9	203
Cedar Rapids	15.8	205
Boulder - Longmont	15.7	206
Monroe	15.7	206
Reno	15.7	206
Bremerton	15.4	209
Fort Myers	15.4	209
Muskegon	15.1	211
Wheeling	15.1	211
Gainesville	14.7	213
Parkersburg - Marietta	14.7	213
Alexandria, La.	14.6	215
Odessa	14.3	216
Laredo	14.2	217
Elkhart - Goshen	14.1	218
Fort Collins - Loveland	14.1	218
Pascagoula	14.0	220
Topeka	14.0	220
Jackson, Mich.	13.5	222
Janesville - Beloit	13.4	223
Champaign - Urbana - Rantoul	13.3	224
Greeley	13.3	224
Steubenville - Weirton	13.3	224
Fargo - Moorhead	13.2	227
Tyler	13.1	228
Albany, Ga.	13.0	229
Dothan	13.0	229
Fort Pierce	13.0	229
Olympia	13.0	229
Anderson, S.C.	12.7	233
Decatur	12.7	233
Lawton	12.7	233
Battle Creek	12.6	236
Jacksonville, N.C.	12.6	236
Tuscaloosa	12.6	236
Anderson, Ind.	12.5	239
Asheville	12.3	240
Medford	12.3	240
Sioux City	12.3	240
Mansfield	12.2	243
Vineland - Millville - Bridgeton	12.2	243
Eau Claire	12.0	245
Florence, S.C.	12.0	245
Chico	11.9	247
Pueblo	11.9	247
Florence, Ala.	11.8	249
Abilene	11.6	250
Total Top 250	**14,752.5**	
Altoona	11.6	250
Bangor	11.6	250
Billings	11.6	250
Lynchburg	11.6	250
Wausau	11.6	250
Wichita Falls	11.5	256
Joplin	11.4	257
Redding	11.4	257
Texarkana	11.4	257
Terre Haute	11.3	260
Athens	11.2	261
Las Cruces	11.1	262
Sioux Falls	11.1	262
Anniston	11.0	264
Kenosha	11.0	264
Yuba City	10.9	266
Fort Walton Beach	10.8	267
Kankakee	10.5	268
Sarasota	10.5	268
Bloomington - Normal	10.4	270
Bradenton	10.3	271
Ocala	10.3	271
Pittsfield	10.3	271
Muncie	10.2	274
Williamsport	10.2	274
Sharon	10.0	276
Bellingham	9.9	277
Kokomo	9.9	277
Burlington, Vt.	9.8	279
Midland, Tex.	9.7	280
Glens Falls	9.6	281
Panama City	9.5	282
Sheboygan	9.5	282
Lafayette, Ind.	9.4	284
Bismarck	9.3	285
Gadsden	9.3	285
Dubuque	9.2	287
Pine Bluff	9.2	287
Lewiston - Auburn	9.0	289
Rochester, Minn.	9.0	289
Casper	8.8	291
Charlottesville	8.8	291
Danville, Va.	8.8	291
Wilmington, N.C.	8.8	291
Fayetteville - Springdale	8.7	295
Bryan - College Station	8.6	296
Hagerstown	8.4	297
Owensboro	8.4	297
Victoria	8.4	297
Elmira	8.3	300
San Angelo	8.3	300
Cumberland	8.1	302
Columbia, Mo.	8.0	303
Great Falls	7.9	304
St. Joseph	7.9	304
Sherman - Denison	7.8	306
La Crosse	7.7	307
Grand Forks	7.4	308
State College	7.4	308
Bloomington, Ind.	7.0	310
Burlington, N.C.	6.8	311
Enid	6.7	312
Iowa City	6.6	313
Lawrence, Kans.	5.2	314
Total Above Areas	**15,358.4**	
Percent of U.S.	**74.2720**	
U.S. Total	**20,678.6**	

S&MM METRO MARKET RANKING

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
New York	1,290.1	1
Los Angeles - Long Beach	1,278.8	2
Chicago	1,076.6	3
Detroit	854.7	4
Philadelphia	832.6	5
Boston - Lawrence - Salem - Lowell - Brockton	630.4	6
Washington	594.6	7
Houston	566.7	8
Nassau - Suffolk	515.6	9
Atlanta	430.3	10
Minneapolis - St. Paul	397.6	11
Baltimore	396.9	12
Dallas	386.1	13
Anaheim - Santa Ana	366.0	14
Pittsburgh	357.7	15
Newark	339.9	16
St. Louis	327.0	17
Cleveland	325.6	18
San Diego	315.5	19
Riverside - San Bernardino	303.8	20
Oakland	300.4	21
Phoenix	289.0	22
Miami - Hialeah	273.6	23
Denver	270.1	24
Seattle	269.2	25
Cincinnati	260.3	26
Tampa - St. Petersburg - Clearwater	254.2	27
Milwaukee	253.0	28
New Orleans	247.2	29
San Jose	243.3	30
San Antonio	225.5	31
Columbus, Ohio	225.2	32
Indianapolis	222.8	33
Norfolk - Virginia Beach - Newport News	214.0	34
Bergen - Passaic	212.6	35
Sacramento	197.3	36
San Francisco	196.2	37
Salt Lake City - Ogden	195.1	38
Fort Worth - Arlington	188.6	39
Charlotte - Gastonia - Rock Hill	187.1	40
Portland, Ore.	185.8	41
Hartford - New Britain - Middletown - Bristol	183.7	42
Rochester, N.Y.	179.7	43
Memphis	179.5	44
Louisville	176.0	45
Buffalo	175.8	46
Dayton - Springfield	170.9	47
Monmouth - Ocean	162.6	48
Kansas City, Mo.	160.2	49
Middlesex - Somerset - Hunterdon	159.6	50
Total Top 50	**18,045.0**	
Birmingham	159.4	51
Greensboro - Winston-Salem - High Point	157.5	52
Oklahoma City	156.3	53
Nashville	155.9	54
Fort Lauderdale - Hollywood - Pompano Beach	152.1	55
Albany - Schenectady - Troy	148.6	56
Bridgeport - Stamford - Norwalk - Danbury	148.6	56
Providence - Pawtucket - Woonsocket	147.2	58
Jacksonville, Fla.	139.6	59
Richmond - Petersburg	137.5	60
Orlando	137.1	61
Honolulu	136.1	62
New Haven - Waterbury - Meriden	130.8	63
Gary - Hammond	126.0	64
Tulsa	123.8	65
Scranton - Wilkes-Barre	120.0	66
Syracuse	119.9	67
Akron	117.0	68
Worcester - Fitchburg - Leominster	116.6	69
Grand Rapids	115.4	70
El Paso	114.4	71
Oxnard - Ventura	113.5	72
Omaha	112.9	73
Toledo	111.5	74
Allentown - Bethlehem	107.8	75
Greenville - Spartanburg	107.4	76
Baton Rouge	102.7	77
Knoxville	100.3	78
Fresno	100.1	79
Springfield, Mass.	99.3	80
Kansas City, Kans.	98.2	81
Harrisburg - Lebanon - Carlisle	98.1	82
Wilmington, Del.	97.3	83
Tucson	97.0	84
Raleigh - Durham	96.5	85
Austin	96.3	86
Youngstown - Warren	94.7	87
Flint	92.2	88
Las Vegas	90.1	89
Little Rock - North Little Rock	89.8	90
Mobile	89.6	91
Jersey City	89.5	92
Lake County, Ill.	88.9	93
New Bedford - Fall River - Attleboro	88.9	93
West Palm Beach - Boca Raton - Delray Beach	87.8	95
Charleston, S.C.	87.4	96
Tacoma	87.4	96
Saginaw - Bay City - Midland	86.9	98
Albuquerque	81.8	99
Johnson City - Kingsport - Bristol	80.0	100
Total Top 100	**23,678.7**	
Bakersfield	79.7	101
Chattanooga	79.0	102
McAllen - Edinburg - Mission	78.3	103
Joliet	77.2	104
Lansing - East Lansing	76.6	105
Columbia, S.C.	76.5	106
Canton	74.8	107
Jackson, Miss.	73.8	108
Beaumont - Port Arthur	72.0	109
York	71.9	110
Davenport - Rock Island - Moline	71.7	111
Wichita	71.3	112
Corpus Christi	70.4	113
Augusta	68.6	114
Fort Wayne	68.1	115
Peoria	67.3	116
Stockton	66.8	117
Des Moines	66.6	118
Lancaster	66.3	119
Shreveport	65.0	120
Vallejo - Fairfield - Napa	64.5	121
Aurora - Elgin	64.2	122
Huntington - Ashland	62.4	123
Spokane	61.2	124
Lakeland - Winter Haven	60.8	125
Colorado Springs	59.4	126
East St. Louis - Belleville	59.3	127
Utica - Rome	58.5	128
Lorain - Elyria	56.7	129
Pensacola	56.5	130
Appleton - Oshkosh - Neenah	56.3	131
Manchester - Nashua	55.6	132
Montgomery	55.6	132
Brownsville - Harlingen	55.2	134
Lexington-Fayette	55.1	135
Portsmouth - Dover - Rochester	54.2	136
Santa Rosa - Petaluma	54.1	137
Orange County, N.Y.	54.0	138
Rockford	53.8	139
Modesto	53.0	140
Madison	52.9	141
Visalia - Tulare - Porterville	52.9	141
Macon - Warner Robins	52.8	143
Erie	52.4	144
Reading	52.4	144
Salinas - Seaside - Monterey	51.9	146
Trenton	51.9	146
Evansville	48.9	148
Alton - Granite City	48.7	149
Hamilton - Middletown	48.6	150
Total Top 150	**26,784.4**	
Atlantic City	48.1	151
Santa Barbara - Santa Maria - Lompoc	48.0	152
Melbourne - Titusville - Palm Bay	47.9	153
Binghamton	47.6	154
Fayetteville, N.C.	47.5	155
Poughkeepsie	47.4	156
Johnstown	46.2	157
Provo - Orem	45.6	158
Eugene - Springfield	45.4	159
Duluth	45.3	160
Charleston, W.Va.	44.9	161
Salem, Ore.	44.9	161
Columbus, Ga.	44.1	163
New London - Norwich	42.6	164
Savannah	41.9	165
South Bend - Mishawaka	41.3	166
Niagara Falls	41.2	167
Ann Arbor	40.7	168
Houma - Thibodaux	40.7	168
Lafayette, La.	40.6	170
Vancouver	40.1	171
Hickory	39.5	172
Daytona Beach	39.2	173
Lubbock	38.5	174
Huntsville	38.4	175
Portland, Me.	38.3	176
Galveston - Texas City	38.0	177
Roanoke	38.0	177
Killeen - Temple	37.7	179
Anchorage	36.4	180
Biloxi - Gulfport	36.4	180
Kalamazoo	36.2	182
Green Bay	36.1	183
Brazoria	36.0	184
Springfield, Mo.	35.4	185
Beaver County, Pa.	35.2	186
St. Cloud	34.5	187
Racine	34.2	188
Lake Charles	34.1	189
Tallahassee	34.1	189
Yakima	34.0	191
Boise	33.9	192
Benton Harbor	33.6	193
Springfield, Ill.	33.0	194
Fort Myers	32.9	195
Boulder - Longmont	32.8	196
Reno	32.3	197
Fort Smith	32.0	198
Amarillo	31.5	199
Cedar Rapids	31.5	199
Total Top 200	**28,740.1**	
Wheeling	31.3	201
Santa Cruz	30.6	202
Muskegon	30.3	203
Richland - Kennewick - Pasco	30.2	204
Lima	30.0	205
Lincoln	29.6	206
Longview - Marshall	29.6	206
Parkersburg - Marietta	29.5	208
Waco	29.3	209
Waterloo - Cedar Falls	28.7	210
Monroe	28.6	211
Steubenville - Weirton	28.5	212
Jackson, Mich.	28.2	213
Bremerton	28.1	214
Asheville	27.9	215
Alexandria, La.	27.5	216
Gainesville	27.5	216
Pascagoula	27.5	216
Janesville - Beloit	27.4	219
Clarksville - Hopkinsville	27.1	220
Laredo	27.1	220
Vineland - Millville - Bridgeton	27.0	222
Elkhart - Goshen	26.9	223
Anderson, Ind.	26.5	224
Fort Pierce	26.5	224
Topeka	26.5	224
Sarasota	26.3	227
Fort Collins - Loveland	26.2	228
Anderson, S.C.	26.0	229
Florence, Ala.	26.0	229
Battle Creek	25.7	231
Olympia	25.5	232
Lynchburg	25.4	233
Tyler	25.2	234
Bangor	25.0	235
Albany, Ga.	24.8	236
Eau Claire	24.7	237
Pittsfield	24.6	238
Mansfield	24.4	239
Medford	24.4	239
Tuscaloosa	24.2	241
Altoona	24.1	242
Dothan	24.1	242
Greeley	24.1	242
Decatur	23.8	245
Ocala	23.8	245
Pueblo	23.6	247
Kenosha	23.5	248
Florence, S.C.	23.3	249
Redding	23.3	249
Total Top 250	**30,070.0**	
Odessa	23.1	251
Champaign - Urbana - Rantoul	23.0	252
Joplin	22.9	253
Glens Falls	22.7	254
Chico	22.5	255
Fargo - Moorhead	22.5	255
Sharon	22.5	255
Wausau	22.5	255
Burlington, Vt.	22.3	259
Anniston	22.2	260
Muncie	22.2	260
Fort Walton Beach	22.1	262
Terre Haute	21.9	263
Texarkana	21.8	264
Athens	21.7	265
Bradenton	21.7	265
Williamsport	21.3	267
Las Cruces	21.0	268
Sioux City	21.0	268
Lawton	20.7	270
Kokomo	20.6	271
Billings	20.3	272
Kankakee	20.3	272
Danville, Va.	20.1	274
Hagerstown	20.1	274
Sioux Falls	20.1	274
Wichita Falls	19.9	277
Yuba City	19.9	277
Wilmington, N.C.	19.8	279
Dubuque	19.5	280
Panama City	19.3	281
Abilene	19.2	282
Gadsden	19.2	282
Lewiston - Auburn	18.9	284
Sheboygan	18.7	285
Bellingham	18.4	286
Bloomington - Normal	18.4	286
Cumberland	18.4	286
Charlottesville	17.9	289
Elmira	17.8	290
Burlington, N.C.	17.7	291
Lafayette, Ind.	17.7	291
Pine Bluff	17.6	293
Rochester, Minn.	17.5	294
Jacksonville, N.C.	17.4	295
Fayetteville - Springdale	16.8	296
Owensboro	16.6	297
Midland, Tex.	16.3	298
State College	16.3	298
Bismarck	16.2	300
La Crosse	15.3	301
Sherman - Denison	15.3	301
San Angelo	15.2	303
St. Joseph	14.7	304
Victoria	14.7	304
Columbia, Mo.	14.5	306
Great Falls	14.3	307
Bryan - College Station	14.0	308
Casper	13.7	309
Bloomington, Ind.	13.3	310
Iowa City	11.1	311
Grand Forks	10.6	312
Enid	10.5	313
Lawrence, Kans.	8.8	314
Total Above Areas	**31,254.5**	
Percent of U.S.	**74.9845**	
U.S. Total	**41,681.3**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,485.0	1
Los Angeles - Long Beach	1,371.4	2
Chicago	1,066.2	3
Philadelphia	811.8	4
Detroit	769.3	5
Washington	682.7	6
Boston - Lawrence - Salem - Lowell - Brockton	629.8	7
Houston	560.4	8
Nassau - Suffolk	515.5	9
Atlanta	443.9	10
Anaheim - Santa Ana	409.4	11
Baltimore	408.0	12
Dallas	395.2	13
Minneapolis - St. Paul	390.3	14
Pittsburgh	360.5	15
Newark	355.4	16
Oakland	345.5	17
San Diego	329.0	18
Miami - Hialeah	326.6	19
Cleveland	320.8	20
St. Louis	319.5	21
Seattle	309.6	22
San Francisco	291.5	23
Denver	289.2	24
Phoenix	281.3	25
Riverside - San Bernardino	280.1	26
San Jose	273.5	27
Tampa - St. Petersburg - Clearwater	264.3	28
Bergen - Passaic	240.0	29
Milwaukee	238.8	30
Cincinnati	238.7	31
Columbus, Ohio	223.5	32
New Orleans	219.0	33
Sacramento	212.1	34
Indianapolis	209.9	35
Norfolk - Virginia Beach - Newport News	208.0	36
Portland, Ore.	198.2	37
Fort Worth - Arlington	193.1	38
Hartford - New Britain - Middletown - Bristol	190.7	39
San Antonio	188.8	40
Charlotte - Gastonia - Rock Hill	186.9	41
Fort Lauderdale - Hollywood - Pompano Beach	176.5	42
Middlesex - Somerset - Hunterdon	175.1	43
Dayton - Springfield	170.8	44
Rochester, N.Y.	170.8	44
Louisville	168.2	46
Buffalo	166.4	47
Greensboro - Winston-Salem - High Point	166.0	48
Kansas City, Mo.	164.0	49
Nashville	163.1	50
Total Top 50	**18,554.3**	
Bridgeport - Stamford - Norwalk - Danbury	161.8	51
Oklahoma City	160.5	52
Monmouth - Ocean	158.5	53
Memphis	155.7	54
Birmingham	153.7	55
Salt Lake City - Ogden	151.2	56
Richmond - Petersburg	143.0	57
Albany - Schenectady - Troy	140.6	58
Providence - Pawtucket - Woonsocket	140.4	59
Honolulu	139.5	60
Orlando	137.6	61
Jacksonville, Fla.	131.9	62
New Haven - Waterbury - Meriden	130.2	63
Tulsa	128.6	64
Scranton - Wilkes-Barre	119.1	65
Allentown - Bethlehem	112.7	66
Akron	111.2	67
Gary - Hammond	110.7	68
Oxnard - Ventura	110.5	69
Greenville - Spartanburg	108.8	70
Syracuse	107.5	71
Worcester - Fitchburg - Leominster	106.5	72
Knoxville	106.3	73
Raleigh - Durham	103.9	74
Omaha	103.0	75
Las Vegas	102.8	76
Grand Rapids	101.5	77
Harrisburg - Lebanon - Carlisle	100.0	78
Kansas City, Kans.	98.8	79
Toledo	97.8	80
West Palm Beach - Boca Raton - Delray Beach	96.2	81
Wilmington, Del.	95.1	82
Austin	94.6	83
Jersey City	94.4	84
Tucson	94.3	85
Springfield, Mass.	91.5	86
Fresno	90.4	87
Youngstown - Warren	88.8	88
Lake County, Ill.	88.4	89
Baton Rouge	86.8	90
Tacoma	86.1	91
El Paso	85.7	92
Johnson City - Kingsport - Bristol	85.4	93
Little Rock - North Little Rock	85.2	94
New Bedford - Fall River - Attleboro	80.6	95
Flint	79.8	96
Chattanooga	79.7	97
Albuquerque	79.5	98
Mobile	76.5	99
Charleston, S.C.	76.2	100
Total Top 100	**24,023.8**	
Saginaw - Bay City - Midland	73.3	101
Columbia, S.C.	73.1	102
Bakersfield	72.2	103
York	71.5	104
Canton	70.7	105
Wichita	70.7	105
Lansing - East Lansing	69.1	107
Joliet	68.6	108
Davenport - Rock Island - Moline	66.6	109
Beaumont - Port Arthur	66.5	110
Des Moines	65.4	111
Lancaster	64.4	112
Vallejo - Fairfield - Napa	64.4	112
Peoria	63.5	114
Augusta	62.7	115
Jackson, Miss.	62.7	115
Stockton	61.9	117
Huntington - Ashland	60.6	118
Fort Wayne	60.4	119
Colorado Springs	59.2	120
Lakeland - Winter Haven	59.1	121
Aurora - Elgin	58.7	122
Spokane	58.1	123
Santa Rosa - Petaluma	57.8	124
Shreveport	57.4	125
Lexington-Fayette	56.1	126
Corpus Christi	55.8	127
Trenton	55.2	128
Reading	55.1	129
Pensacola	54.6	130
Madison	54.0	131
Melbourne - Titusville - Palm Bay	53.3	132
Portsmouth - Dover - Rochester	53.2	133
Santa Barbara - Santa Maria - Lompoc	52.9	134
Manchester - Nashua	52.3	135
Utica - Rome	51.5	136
Orange County, N.Y.	50.7	137
Montgomery	50.1	138
Poughkeepsie	49.8	139
Rockford	49.8	139
Modesto	49.3	141
Salinas - Seaside - Monterey	49.0	142
Appleton - Oshkosh - Neenah	48.9	143
Lorain - Elyria	48.5	144
Macon - Warner Robins	48.5	144
East St. Louis - Belleville	48.1	146
Evansville	47.6	147
Hamilton - Middletown	47.5	148
Charleston, W.Va.	47.4	149
Alton - Granite City	46.6	150
Total Top 150	**26,918.2**	
Eugene - Springfield	46.4	151
McAllen - Edinburg - Mission	46.2	152
Binghamton	45.5	153
Erie	44.9	154
Atlantic City	44.7	155
Visalia - Tulare - Porterville	43.9	156
Ann Arbor	43.3	157
Salem, Ore.	43.3	157
Fayetteville, N.C.	41.6	159
Hickory	41.5	160
New London - Norwich	41.5	160
Reno	41.5	160
Roanoke	40.8	163
Duluth	40.7	164
Huntsville	40.4	165
Daytona Beach	40.3	166
Johnstown	40.3	166
Anchorage	40.0	168
Columbus, Ga.	38.0	169
Niagara Falls	37.5	170
Boulder - Longmont	37.4	171
South Bend - Mishawaka	37.4	171
Vancouver	37.2	173
Portland, Me.	37.1	174
Galveston - Texas City	36.7	175
Savannah	36.7	175
Springfield, Mo.	36.6	177
Brazoria	36.3	178
Kalamazoo	35.6	179
Beaver County, Pa.	34.9	190
Brownsville - Harlingen	34.8	181
Lubbock	34.7	182
Fort Myers	33.9	183
Killeen - Temple	33.9	183
Lafayette, La.	33.6	185
Santa Cruz	33.6	185
Boise	33.2	187
Springfield, Ill.	32.5	188
Tallahassee	31.8	189
Amarillo	31.7	190
Biloxi - Gulfport	31.3	191
Houma - Thibodaux	31.1	192
Lincoln	30.7	193
Racine	30.3	194
Cedar Rapids	30.1	195
Sarasota	30.0	196
Asheville	29.9	197
Fort Smith	29.9	197
Lake Charles	29.7	199
Green Bay	29.6	200
Total Top 200	**28,762.7**	
Yakima	29.6	200
Wheeling	29.1	202
Benton Harbor	29.0	203
Parkersburg - Marietta	28.8	204
Bremerton	28.4	205
Richland - Kennewick - Pasco	28.4	205
Provo - Orem	28.1	207
Longview - Marshall	27.6	208
Waco	27.3	209
Fort Collins - Loveland	27.2	210
Gainesville	27.1	211
Steubenville - Weirton	27.1	211
Jackson, Mich.	26.6	213
Topeka	26.4	214
Anderson, S.C.	26.3	215
Lynchburg	26.3	215
Waterloo - Cedar Falls	25.8	217
Fort Pierce	25.7	218
St. Cloud	25.6	219
Florence, Ala.	25.2	220
Lima	25.2	220
Muskegon	25.2	220
Olympia	25.0	223
Janesville - Beloit	24.8	224
Anderson, Ind.	24.7	225
Clarksville - Hopkinsville	24.7	225
Elkhart - Goshen	24.7	225
Medford	24.7	225
Battle Creek	24.1	229
Mansfield	23.9	230
Redding	23.9	230
Alexandria, La.	23.7	232
Pascagoula	23.7	232
Tyler	23.6	234
Champaign - Urbana - Rantoul	23.5	235
Fort Walton Beach	23.4	236
Monroe	23.4	236
Pittsfield	22.4	236
Vineland - Millville - Bridgeton	23.4	236
Bangor	23.0	240
Decatur	22.7	241
Chico	22.5	242
Tuscaloosa	22.4	243
Joplin	22.3	244
Altoona	22.2	245
Greeley	22.2	245
Ocala	22.1	247
Bradenton	22.0	248
Dothan	21.9	249
Odessa	21.5	250
Total Top 250	**30,012.1**	
Athens	21.4	251
Kenosha	21.4	251
Burlington, Vt.	21.3	253
Fargo - Moorhead	21.3	253
Muncie	21.3	253
Sharon	21.1	256
Pueblo	20.9	257
Terre Haute	20.6	258
Wichita Falls	20.6	258
Hagerstown	20.5	260
Anniston	20.2	261
Eau Claire	20.2	261
Florence, S.C.	20.2	261
Billings	20.0	264
Williamsport	20.0	264
Kokomo	19.8	266
Danville, Va.	19.5	267
Charlottesville	19.4	268
Wausau	19.4	268
Wilmington, N.C.	19.4	268
Albany, Ga.	19.3	271
Glens Falls	19.1	272
Panama City	19.0	273
Texarkana	19.0	273
Yuba City	19.0	273
Abilene	18.7	276
Burlington, N.C.	18.5	277
Bloomington - Normal	18.4	278
Cumberland	18.2	279
Sioux Falls	18.1	280
Sioux City	18.0	281
Gadsden	17.7	282
Lawton	17.6	283
Rochester, Minn.	17.6	283
Bellingham	17.4	285
Kankakee	17.2	286
Lafayette, Ind.	17.2	286
Fayetteville - Springdale	17.0	288
Las Cruces	16.7	289
State College	16.7	289
Sheboygan	16.6	291
Lewiston - Auburn	16.5	292
Laredo	16.1	293
Midland, Tex.	16.0	294
Sherman - Denison	15.8	295
Elmira	15.7	296
Jacksonville, N.C.	15.2	297
Columbia, Mo.	15.0	298
Owensboro	15.0	298
Dubuque	14.6	300
San Angelo	14.5	301
Great Falls	14.4	302
Bloomington, Ind.	14.3	303
Bismarck	14.2	304
Pine Bluff	13.9	305
La Crosse	13.8	306
St. Joseph	13.6	307
Casper	13.5	308
Bryan - College Station	12.7	309
Victoria	12.7	309
Iowa City	11.8	311
Enid	10.9	312
Lawrence, Kans.	9.4	313
Grand Forks	9.2	314
Total Above Areas	**31,116.4**	
Percent of U.S.	**77.1197**	
U.S. Total	**40,348.2**	

The largest hotel in Ohio knows how to think small.

Small pleasures abound at Stouffer's® Cincinnati Towers, from luxurious lounges to Manager's Quarters with the ultimate in concierge services. Yet because we're big, we're a meeting facility second to none. A central location just 90 steps from the Convention Center. Fully equipped meeting rooms for 10 to 1,500. Some 900 handsome guest rooms. Four exciting restaurants and lounges. See why we can best serve your group in the Tri-State area by writing or calling: 141 West Sixth St., Cincinnati, Ohio 45202. (513) 352-2100. Or call a Stouffer's National Sales Office in Chicago, New York, Washington, D.C., or Los Angeles.

STOUFFER'S
CINCINNATI
TOWERS
SM

SUNDAY TERRITORY

Where 50% of everything sold in America gets sold.

Sunday Territory is *the* major market for just about everything sold in this country. And Sunday Magazine Network covers Sunday Territory better than just about anyone else.

Our network of Sunday magazines reaches over 48 million adults every Sunday—including *46% of all adults* in the top 50 markets. That's more than any other magazine, more than the leading regularly scheduled network TV show.

Call one of our sales offices below to get all the details. And find out why Sunday Magazine Network should be one of your major media buys.

SUNDAY
MAGAZINE NETWORK

New York (212) 689-8200 • Chicago (312) 527-2280
Detroit (313) 642-3930 • Los Angeles (213) 933-5623
San Francisco (415) 421-7946

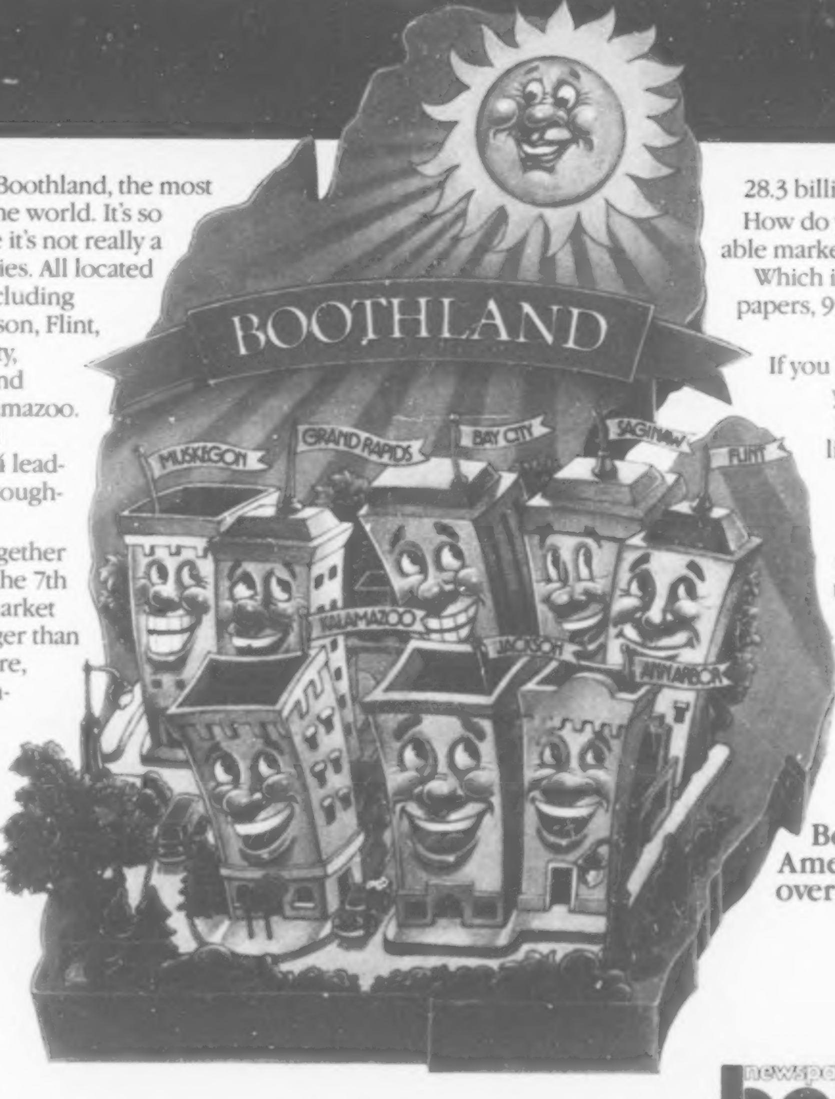
EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	83,359,852	1
Los Angeles - Long Beach	79,155,146	2
Chicago	64,195,860	3
Philadelphia	46,016,607	4
Detroit	44,397,803	5
Washington	41,176,028	6
Boston - Lawrence - Salem - Lowell - Brockton	38,301,757	7
Houston	34,768,591	8
Nassau - Suffolk	32,117,345	9
Anaheim - Santa Ana	25,624,366	10
Minneapolis - St. Paul	23,962,742	11
Dallas	22,941,172	12
Pittsburgh	21,875,246	13
Newark	21,319,306	14
Atlanta	21,313,662	15
Baltimore	21,077,801	16
Oakland	21,053,756	17
San Diego	20,798,958	18
Seattle	19,795,455	19
San Francisco	19,318,206	20
Cleveland	18,699,800	21
St. Louis	18,150,561	22
Denver	16,933,814	23
San Jose	16,631,143	24
Tampa - St. Petersburg - Clearwater	15,966,427	25
Miami - Hialeah	15,830,531	26
Riverside - San Bernardino	15,596,333	27
Bergen - Passaic	15,425,176	28
Phoenix	15,396,504	29
Milwaukee	13,877,582	30
Cincinnati	13,599,783	31
Sacramento	12,202,166	32
Fort Lauderdale - Hollywood - Pompano Beach	12,122,305	33
Columbus, Ohio	12,050,153	34
New Orleans	11,820,276	35
Hartford - New Britain - Middletown - Bristol	11,694,790	36
Portland, Ore.	11,245,836	37
Bridgeport - Stamford - Norwalk - Danbury	10,931,501	38
Indianapolis	10,924,231	39
Fort Worth - Arlington	10,756,060	40
Middlesex - Somerset - Hunterdon	10,583,465	41
Rochester, N.Y.	10,542,780	42
Norfolk - Virginia Beach - Newport News	10,380,759	43
Monmouth - Ocean	9,726,920	44
San Antonio	9,529,223	45
Buffalo	9,524,050	46
Oklahoma City	9,234,533	47
Dayton - Springfield	9,026,970	48
Kansas City, Mo.	8,857,062	49
Nashville	8,693,714	50
Total Top 50	1,078,534,107	
Charlotte - Gastonia - Rock Hill	8,589,043	51
Albany - Schenectady - Troy	8,382,148	52
Louisville	8,283,953	53
New Haven - Waterbury - Meriden	8,087,618	54
Providence - Pawtucket - Woonsocket	8,059,493	55
Honolulu	8,008,081	56
Memphis	7,978,079	57
Salt Lake City - Ogden	7,865,134	58
Greensboro - Winston-Salem - High Point	7,528,389	59
Birmingham	7,426,342	60
West Palm Beach - Boca Raton - Delray Beach	7,384,226	61
Richmond - Petersburg	7,362,397	62
Tulsa	7,239,055	63
Orlando	6,934,304	64
Jacksonville, Fla.	6,659,905	65
Allentown - Bethlehem	6,448,926	66
Syracuse	6,381,624	67
Omaha	6,213,369	68
Akron	6,156,916	69
Worcester - Fitchburg - Leominster	6,086,841	70
Oxnard - Ventura	6,054,294	71
Scranton - Wilkes-Barre	6,001,449	72
Kansas City, Kans.	5,827,767	73
Austin	5,821,184	74
Toledo	5,810,246	75
Grand Rapids	5,806,591	76
Lake County, Ill.	5,723,261	77
Gary - Hammond	5,617,733	78
Harrisburg - Lebanon - Carlisle	5,597,929	79
Raleigh - Durham	5,425,400	80
Wilmington, Del.	5,383,161	81
Fresno	5,182,143	82
Springfield, Mass.	5,124,696	83
Las Vegas	5,061,158	84
Knoxville	4,988,086	85
Baton Rouge	4,971,029	86
Tucson	4,897,108	87
Youngstown - Warren	4,860,923	88
Wichita	4,799,596	89
Jersey City	4,769,786	90
Greenville - Spartanburg	4,648,350	91
Tacoma	4,363,812	92
Little Rock - North Little Rock	4,314,084	93
Flint	4,290,822	94
Davenport - Rock Island - Moline	4,196,585	95
Lansing - East Lansing	4,106,371	96
New Bedford - Fall River - Attleboro	4,077,147	97
Des Moines	4,039,348	98
Peoria	4,033,609	99
Bakersfield	3,998,629	100
Total Top 100	1,376,392,447	
Beaumont - Port Arthur	3,903,972	101
Albuquerque	3,890,966	102
Joliet	3,830,911	103
Saginaw - Bay City - Midland	3,813,157	104
Canton	3,698,409	105
York	3,677,863	106
Mobile	3,650,67	107
El Paso	3,569,9.	108
Chattanooga	3,551,309	109
Vallejo - Fairfield - Napa	3,548,316	110
Santa Rosa - Petaluma	3,546,968	111
Columbia, S.C.	3,545,761	112
Aurora - Elgin	3,545,408	113
Johnson City - Kingsport - Bristol	3,476,671	114
Lancaster	3,377,917	115
Santa Barbara - Santa Maria - Lompoc	3,377,300	116
Charleston, S.C.	3,359,118	117
Madison	3,335,041	118
Trenton	3,326,492	119
Stockton	3,321,323	120
Jackson, Miss.	3,172,548	121
Shreveport	3,117,233	122
Fort Wayne	3,108,545	123
Reading	2,964,262	124
Spokane	2,942,873	125
Salinas - Seaside - Monterey	2,934,279	126
Ann Arbor	2,909,366	127
Corpus Christi	2,900,167	128
Lexington-Fayette	2,878,709	129
Rockford	2,857,033	130
Augusta	2,854,349	131
Portsmouth - Dover - Rochester	2,840,781	132
Colorado Springs	2,840,025	133
Manchester - Nashua	2,824,886	134
Utica - Rome	2,761,579	135
Lakeland - Winter Haven	2,752,644	136
Poughkeepsie	2,710,198	137
Atlantic City	2,691,904	138
Appleton - Oshkosh - Neenah	2,663,164	139
Melbourne - Titusville - Palm Bay	2,634,372	140
Lorain - Elyria	2,586,007	141
New London - Norwich	2,577,346	142
Pensacola	2,575,713	143
Charleston, W.Va.	2,563,995	144
Binghamton	2,551,010	145
Huntington - Ashland	2,548,409	146
Orange County, N.Y.	2,539,922	147
Hamilton - Middletown	2,538,000	148
Anchorage	2,536,781	149
East St. Louis - Belleville	2,511,165	150
Total Top 150	1,529,627,160	
Erie	2,498,050	151
Evansville	2,494,023	152
Modesto	2,481,464	153
Duluth	2,442,395	154
Daytona Beach	2,398,616	155
Alton - Granite City	2,352,056	156
Reno	2,349,939	157
Sarasota	2,303,115	158
Fort Myers	2,284,821	159
Eugene - Springfield	2,275,396	160
Montgomery	2,250,473	161
Macon - Warner Robins	2,226,737	162
Kalamazoo	2,204,938	163
Galveston - Texas City	2,195,458	164
Lincoln	2,171,807	165
Santa Cruz	2,139,734	166
South Bend - Mishawaka	2,131,557	167
Boulder - Longmont	2,099,605	168
Niagara Falls	2,076,667	169
Lafayette, La.	2,060,967	170
Johnstown	2,050,904	171
Salem, Ore.	2,022,867	172
Lubbock	2,012,301	173
Brazoria	2,009,111	174
Beaver County, Pa.	2,002,386	175
Roanoke	1,995,840	176
Portland, Me.	1,993,970	177
Vancouver	1,942,643	178
Springfield, Ill.	1,928,540	179
Visalia - Tulare - Porterville	1,855,737	180
Amarillo	1,850,043	181
Springfield, Mo.	1,847,598	182
Huntsville	1,818,417	183
Richland - Kennewick - Pasco	1,811,492	184
Killeen - Temple	1,802,472	185
Cedar Rapids	1,802,108	186
Fayetteville, N.C.	1,801,642	187
Savannah	1,794,339	188
Boise	1,736,170	189
Houma - Thibodaux	1,718,806	190
Columbus, Ga.	1,695,696	191
Topeka	1,686,600	192
McAllen - Edinburg - Mission	1,677,614	193
Tallahassee	1,671,708	194
Waterloo - Cedar Falls	1,668,321	195
Racine	1,632,406	196
Hickory	1,625,300	197
Bremerton	1,613,227	198
Lake Charles	1,609,932	199
Wheeling	1,599,211	200
Total Top 200	1,629,344,579	
Green Bay	1,583,545	201
Fort Pierce	1,561,465	202
Champaign - Urbana - Rantoul	1,547,702	203
Longview - Marshall	1,537,295	204
Benton Harbor	1,510,800	205
Waco	1,504,531	206
Fort Collins - Loveland	1,490,190	207
Bradenton	1,481,103	208
Biloxi - Gulfport	1,479,115	209
Gainesville	1,472,661	210
Provo - Orem	1,451,694	211
Brownsville - Harlingen	1,425,402	212
Odessa	1,411,203	213
Steubenville - Weirton	1,408,379	214
Yakima	1,403,752	215
Fargo - Moorhead	1,387,493	216
Decatur	1,376,276	217
Tyler	1,372,840	218
Jackson, Mich.	1,368,931	219
Olympia	1,352,162	220
Pittsfield	1,351,273	221
Parkersburg - Marietta	1,333,335	222
Fort Smith	1,329,108	223
Lima	1,327,089	224
Chico	1,316,023	225
Muskegon	1,311,832	226
Asheville	1,299,985	227
St. Cloud	1,293,693	228
Battle Creek	1,293,602	229
Midland, Tex.	1,226,283	230
Bloomington - Normal	1,223,043	231
Sioux Falls	1,222,478	232
Janesville - Beloit	1,219,431	233
Kenosha	1,212,768	234
Lynchburg	1,158,953	235
Elkhart - Goshen	1,154,887	236
Wichita Falls	1,137,390	237
Burlington, Vt.	1,130,739	238
Sharon	1,123,701	239
Monroe	1,120,260	240
Clarksville - Hopkinsville	1,116,857	241
Anderson, Ind.	1,114,894	242
Mansfield	1,114,686	243
Lafayette, Ind.	1,105,652	244
Billings	1,091,427	245
Sioux City	1,079,281	246
Vineland - Millville - Bridgeton	1,079,207	247
Terre Haute	1,072,531	248
Altoona	1,066,473	249
Florence, Ala.	1,063,879	250
Total Top 250	1,694,163,978	
Alexandria, La.	1,060,823	251
Medford	1,059,943	252
Pascagoula	1,057,989	253
Anderson, S.C.	1,055,894	254
Abilene	1,055,410	255
Eau Claire	1,051,257	256
Charlottesville	1,042,326	257
Bangor	1,020,784	258
Pueblo	1,018,739	259
Columbia, Mo.	1,017,187	260
Redding	1,016,348	261
Tuscaloosa	1,015,239	262
Fort Walton Beach	1,012,250	263
Greeley	995,159	264
Williamsport	985,969	265
Muncie	985,748	266
Athens	983,291	267
Bellingham	982,953	268
Rochester, Minn.	982,111	269
Ocala	979,772	270
Joplin	973,785	271
Lawton	961,055	272
Bryan - College Station	960,665	273
Wausau	943,195	274
Glens Falls	932,213	275
Kankakee	931,439	276
Hagerstown	927,146	277
Sheboygan	921,039	278
Wilmington, N.C.	911,630	279
State College	909,401	280
Dothan	909,172	281
Anniston	906,828	282
Casper	906,541	283
Iowa City	894,203	284
Texarkana	880,335	285
Kokomo	880,269	286
Albany, Ga.	864,936	287
Sherman - Denison	856,194	288
San Angelo	851,702	289
Yuba City	842,526	290
Elmira	840,000	291
Bloomington, Ind.	837,853	292
Bismarck	836,357	293
Danville, Va.	821,261	294
La Crosse	806,265	295
Dubuque	799,723	296
Fayetteville - Springdale	793,608	297
Cumberland	778,656	298
Burlington, N.C.	776,519	299
Florence, S.C.	766,281	300
St. Joseph	754,528	301
Lewiston - Auburn	752,816	302
Panama City	744,574	303
Grand Forks	742,649	304
Gadsden	741,230	305
Great Falls	739,177	306
Victoria	724,297	307
Jacksonville, N.C.	721,159	308
Owensboro	693,442	309
Las Cruces	679,304	310
Enid	669,163	311
Lawrence, Kans.	617,611	312
Pine Bluff	608,622	313
Laredo	572,442	314
Total Above Areas	1,750,535,181	
Percent of U.S.	80.6813	
U.S. Total	2,169,679,427	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	35,148	1
Lake County, Ill.	32,901	2
Middlesex - Somerset - Hunterdon	32,249	3
Anchorage	32,123	4
Bridgeport - Stamford - Norwalk - Danbury	31,522	5
Brazoria	30,942	6
San Jose	30,570	7
Midland, Tex.	30,364	8
Anaheim - Santa Ana	30,126	9
Joliet	30,123	10
Washington	30,108	11
Bergen - Passaic	30,007	12
Richland - Kennewick - Pasco	29,740	13
Aurora - Elgin	29,592	14
Poughkeepsie	29,038	15
Casper	29,008	16
Newark	28,638	17
Oxnard - Ventura	28,510	18
Honolulu	28,027	19
Houston	27,689	20
Hartford - New Britain - Middletown - Bristol	27,459	21
Odessa	27,409	22
Peoria	27,294	23
Seattle	27,285	24
Davenport - Rock Island - Moline	27,229	25
Minneapolis - St. Paul	27,055	26
Rochester, N.Y.	27,035	27
Trenton	26,993	28
Oakland	26,914	29
Kansas City, Kans.	26,793	30
Galveston - Texas City	26,727	31
New London - Norwich	26,616	32
Beaver County, Pa.	26,501	33
Chicago	26,469	34
Rockford	26,457	35
Cedar Rapids	26,304	36
Detroit	26,280	37
San Francisco	26,273	38
Wichita	26,236	39
Ann Arbor	26,229	40
Monmouth - Ocean	26,183	41
Beaumont - Port Arthur	26,144	42
Rochester, Minn.	26,108	43
Wilmington, Del.	26,082	44
Waterloo - Cedar Falls	26,057	45
Lorain - Elyria	26,048	46
Houma - Thibodaux	26,042	47
Grand Forks	25,961	48
Flint	25,870	49
New Haven - Waterbury - Meriden	25,701	50
Kenosha	25,620	51
Des Moines	25,586	52
Orange County, N.Y.	25,585	53
Omaha	25,544	54
Boston - Lawrence - Salem - Lowell - Brockton	25,525	55
Victoria	25,385	56
Hamilton - Middletown	25,373	57
Denver	25,331	58
Dallas	25,217	59
Racine	25,212	60
Lafayette, La.	25,176	61
Kalamazoo	25,170	62
Decatur	25,110	63
Sioux Falls	25,106	64
Lansing - East Lansing	25,032	65
Lincoln	24,986	66
Fort Worth - Arlington	24,983	67
Syracuse	24,833	68
Milwaukee	24,807	69
Gary - Hammond	24,793	70
Bremerton	24,762	71
Manchester - Nashua	24,675	72
St. Louis	24,656	73
Lake Charles	24,646	74
Topeka	24,617	75
Allentown - Bethlehem	24,576	76
Portsmouth - Dover - Rochester	24,563	77
Saginaw - Bay City - Midland	24,557	78
Baton Rouge	24,524	79
Grand Rapids	24,522	80
Vallejo - Fairfield - Napa	24,398	81
Philadelphia	24,392	82
Santa Rosa - Petaluma	24,280	83
Cleveland	24,265	84
Santa Barbara - Santa Maria - Lompoc	24,239	85
Bloomington - Normal	24,226	86
Jackson, Mich.	24,216	87
Baltimore	24,051	88
Bismarck	24,041	89
Vancouver	24,031	90
Harrisburg - Lebanon - Carlisle	24,004	91
Boulder - Longmont	23,888	92
York	23,801	93
Albany - Schenectady - Troy	23,781	94
Pittsburgh	23,706	95
Buffalo	23,675	96
Los Angeles - Long Beach	23,655	97
Cincinnati	23,619	98
Youngstown - Warren	23,609	99
Appleton - Oshkosh - Neenah	23,587	100
Salinas - Seaside - Monterey	23,554	101
Niagara Falls	23,548	102
Pascagoula	23,537	103
Sheboygan	23,536	104
Worcester - Fitchburg - Leominster	23,533	105
Tulsa	23,528	106
Akron	23,495	107
Binghamton	23,477	108
Dubuque	23,475	109
Canton	23,465	110
Reno	23,408	111
Dayton - Springfield	23,374	112
Tyler	23,313	113
Madison	23,301	114
Lancaster	23,294	115
Burlington, Vt.	23,238	116
San Diego	23,219	117
Richmond - Petersburg	23,200	118
Nashville	23,184	119
Olympia	23,098	120
Green Bay	23,074	121
Iowa City	23,047	122
Toledo	23,016	123
Oklahoma City	22,997	124
Kankakee	22,985	125
Atlanta	22,958	126
Sacramento	22,940	127
Steubenville - Weirton	22,931	128
Longview - Marshall	22,921	129
Fargo - Moorhead	22,911	130
Kansas City, Mo.	22,872	131
Indianapolis	22,787	132
Battle Creek	22,777	133
Charleston, W.Va.	22,770	134
Reading	22,748	135
Salt Lake City - Ogden	22,739	136
Janesville - Beloit	22,710	137
Springfield, Ill.	22,709	138
Enid	22,619	139
Alton - Granite City	22,[illegible]84	140
Columbus, Ohio	22,560	141
Sharon	22,527	142
Erie	22,484	143
Santa Cruz	22,455	144
Duluth	22,452	145
Portland, Ore.	22,443	146
Billings	22,416	147
Bakersfield	22,357	148
Amarillo	22,323	149
Corpus Christi	22,258	150
Pittsfield	22,183	151
West Palm Beach - Boca Raton - Delray Beach	22,182	152
Fresno	22,174	153
Huntsville	22,156	154
Sioux City	22,106	155
Las Vegas	22,085	156
Riverside - San Bernardino	22,019	157
Fort Wayne	22,013	158
Phoenix	21,972	159
Lima	21,964	160
Austin	21,895	161
Providence - Pawtucket - Woonsocket	21,894	162
Springfield, Mass.	21,824	163
Boise	21,801	164
Utica - Rome	21,773	165
Raleigh - Durham	21,749	166
Benton Harbor	21,743	167
East St. Louis - Belleville	21,730	168
Wausau	21,687	169
South Bend - Mishawaka	21,684	170
Columbia, Mo.	21,657	171
Fort Lauderdale - Hollywood - Pompano Beach	21,566	172
Great Falls	21,539	173
Norfolk - Virginia Beach - Newport News	21,507	174
Muskegon	21,472	175
New Orleans	21,349	176
Kokomo	21,346	177
Lafayette, Ind.	21,326	178
Glens Falls	21,317	179
St. Cloud	21,277	180
Mansfield	21,271	181
Elmira	21,260	182
New Bedford - Fall River - Attleboro	21,257	183
New York	21,211	184
Stockton	21,181	185
Wheeling	21,159	186
Shreveport	21,102	187
Fort Collins - Loveland	21,075	188
Portland, Me.	21,067	189
Columbia, S.C.	21,033	190
San Antonio	20,982	191
Champaign - Urbana - Rantoul	20,937	192
Evansville	20,935	193
Charlotte - Gastonia - Rock Hill	20,933	194
Louisville	20,915	195
Lubbock	20,882	196
Melbourne - Titusville - Palm Bay	20,812	197
Macon - Warner Robins	20,746	198
Little Rock - North Little Rock	20,716	199
Parkersburg - Marietta	20,708	200
La Crosse	20,700	201
Sherman - Denison	20,694	202
San Angelo	20,665	203
Fort Walton Beach	20,646	204
Vineland - Millville - Bridgeton	20,646	204
Wichita Falls	20,626	206
Abilene	20,620	207
Lawton	20,585	208
Elkhart - Goshen	20,560	209
Memphis	20,419	210
Roanoke	20,343	211
Anderson, Ind.	20,342	212
Orlando	20,336	213
Atlantic City	20,308	214
Jackson, Miss.	20,306	215
Charlottesville	20.305	216
Colorado Springs	20,229	217
Lexington-Fayette	20,204	218
Pensacola	20,183	219
Hagerstown	20,180	220
Jacksonville, Fla.	20,168	221
Tacoma	20,160	222
Williamsport	20,151	223
Greensboro - Winston-Salem - High Point	20,130	224
Modesto	20,105	225
Lynchburg	20,073	226
Jersey City	19,942	227
Albuquerque	19,788	228
State College	19,785	229
Bellingham	19,740	230
Miami - Hialeah	19,736	231
Albany, Ga.	19,652	232
Mobile	19,634	233
Wilmington, N.C.	19,579	234
Owensboro	19,577	235
Augusta	19,518	236
Johnstown	19,457	237
Scranton - Wilkes-Barre	19,429	238
Eau Claire	19,385	239
St. Joseph	19,373	240
Greenville - Spartanburg	19,369	241
Fort Myers	19,368	242
Lawrence, Kans.	19,343	243
Bryan - College Station	19,335	244
Provo - Orem	19,325	245
Muncie	19,318	246
Birmingham	19,276	247
Chattanooga	19,268	248
Anderson, S.C.	19,218	249
Montgomery	19,202	250
Altoona	19,155	251
Knoxville	19,140	252
Hickory	19,025	253
Springfield, Mo.	18,968	254
Tucson	18,939	255
Charleston, S.C.	18,900	256
Pueblo	18,834	257
Burlington, N.C.	18,787	258
Sarasota	18,774	259
Eugene - Springfield	18,753	260
Bangor	18,752	261
Florence, Ala.	18,741	262
Spokane	18,738	263
Waco	18,722	264
Savannah	18,697	265
Fort Pierce	18,660	266
Greeley	18,577	267
El Paso	18,553	268
Johnson City - Kingsport - Bristol	18,379	269
Biloxi - Gulfport	18,370	270
Salem, Ore.	18,369	271
Terre Haute	18,365	272
Tallahassee	18,206	273
Killeen - Temple	18,195	274
Yakima	18,160	275
Monroe	18,146	276
Huntington - Ashland	18,105	277
Bloomington, Ind.	18,046	276
Lewiston - Auburn	18,033	279
Tampa - St. Petersburg - Clearwater	17,957	280
Lakeland - Winter Haven	17,934	281
Anniston	17,914	282
Alexandria, La.	17,815	283
Bradenton	17,809	284
Fort Smith	17,807	285
Asheville	17,729	286
Texarkana	17,719	287
Cumberland	17,557	288
Redding	17,513	289
Yuba City	17,509	290
Fayetteville, N.C.	17,495	291
Medford	17,394	292
Dothan	17,349	293
Danville, Va.	17,336	294
Florence, S.C.	17,243	295
Brownsville - Harlingen	17,194	296
Visalia - Tulare - Porterville	17,157	297
Fayetteville - Springdale	17,153	298
Clarksville - Hopkinsville	17,089	299
Chico	16,937	300
Tuscaloosa	16,881	301
Gainesville	16,873	302
Columbus, Ga.	16,556	303
Daytona Beach	16,437	304
Athens	16,387	305
Pine Bluff	16,360	306
Joplin	16,269	307
Gadsden	16,224	308
Panama City	16,025	309
Las Cruces	15,703	310
Laredo	15,220	311
McAllen - Edinburg - Mission	15,054	312
Jacksonville, N.C.	14,880	313
Ocala	14,864	314
Median Above Areas	**23,557**	
U.S. Median	**22,000**	

Welcome to America's 7th largest city.



Welcome to Boothland, the most unique city in the world. It's so unique because it's not really a city. It's eight cities. All located in Michigan. Including Ann Arbor, Jackson, Flint, Saginaw, Bay City, Muskegon, Grand Rapids and Kalamazoo. Plus, Boothland encompasses 44 leading counties throughout the state.

Put that all together and you've got the 7th largest metro market in America. Larger than Atlanta, Baltimore, Denver and Minneapolis, Boothland boasts a population of over 3.5 million folks, with over 28.3 billion dollars to spend.

How do you tap this remarkable market? With a Booth buy. Which includes eight newspapers, 95% home delivered, seven days a week.

If you like what we've told you so far about our fabulous "city," we'd like to tell you more. Just phone Booth at (313) 569-2474 for more information. You'll discover that a tour of Boothland can do wonders for you *and* your clients. Represented nationally by Newhouse Newspapers.

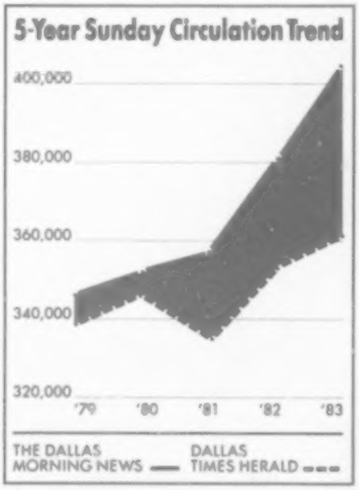
**Booth.
America's most
overlooked market.**

newspapers
booth

Ann Arbor News • Jackson Citizen Patriot • Flint Journal • Saginaw News
Bay City Times • Muskegon Chronicle • Grand Rapids Press • Kalamazoo Gazette

We've Passed The 400,000 Mark.

Once again, ABC confirms that The Dallas Morning News is expanding its lead in total circulation, both daily and Sunday.



*The Morning News has gained more Sunday circulation in the past year than the competition has in the last five years.**

The Dallas Morning News

Sunday, we're off and running, reaching 406,893 in paid circulation. We're the first paper in North Texas to pass that record-breaking point. That means we're delivering over 46,000 more in Sunday circulation than the competition. That's a gain of 25,912 in just one year. More than the other paper has gained in five years.

Daily, our circulation of 328,332 represents an annual gain of 19,683. That's almost four times greater than the competition — giving us a record lead over 55,000.

But our circulation growth isn't the whole story. It reflects our continued editorial commitment to excellence.

Both readers and advertisers know The Dallas Morning News works for them. Every day of the week. That's why nobody beats The Dallas Morning News in the morning.

NOBODY BEATS The Dallas Morning News IN THE MORNING

---

*Source: ABC Fas-Fax Report for the period ended March 31, 1983 and ABC Publisher's Statements for The Dallas Morning News and the Dallas Times Herald for 1979-1982. Calculations by The Dallas Morning News.

Represented by CRESMER, WOODWARD, O'MARA & ORMSBEE, INC., national; The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A member of Metropolitan Sunday Newspaper, Inc.

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
New York	335.5	1
Los Angeles - Long Beach	334.2	2
Chicago	275.8	3
Washington	217.0	4
Nassau - Suffolk	201.2	5
Philadelphia	168.0	6
Detroit	161.3	7
Houston	158.2	8
Boston - Lawrence - Salem - Lowell - Brockton	154.9	9
Anaheim - Santa Ana	130.2	10
Newark	116.4	11
Dallas	93.3	12
San Francisco	91.8	13
Oakland	91.3	14
Minneapolis - St. Paul	84.4	15
Bergen - Passaic	84.2	16
Seattle	83.3	17
San Jose	82.6	18
San Diego	73.8	19
Pittsburgh	69.4	20
Bridgeport - Stamford - Norwalk - Danbury	68.5	21
Atlanta	66.3	22
Baltimore	62.9	23
Cleveland	61.7	24
Denver	58.1	25
St. Louis	57.7	26
Middlesex - Somerset - Hunterdon	55.4	27
Miami - Hialeah	54.9	28
Hartford - New Britain - Middletown - Bristol	46.5	29
Riverside - San Bernardino	44.6	30
Cincinnati	42.7	31
Rochester, N.Y.	42.2	32
Monmouth - Ocean	42.1	33
Phoenix	41.2	34
Fort Lauderdale - Hollywood - Pompano Beach	40.4	35
New Orleans	39.8	36
Honolulu	38.6	37
Tampa - St. Petersburg - Clearwater	38.5	38
Sacramento	38.2	39
Fort Worth - Arlington	38.1	40
Milwaukee	37.1	41
Columbus, Ohio	32.2	42
Lake County, Ill.	31.9	43
New Haven - Waterbury - Meriden	30.[illegible]	44
Oklahoma City	29.7	45
Nashville	29.3	46
West Palm Beach - Boca Raton - Delray Beach	28.3	47
San Antonio	28.2	48
Portland, Ore.	28.1	49
Buffalo	27.8	50
Total Top 50	4,287.8	
Indianapolis	26.6	51
Oxnard - Ventura	26.3	52
Albany - Schenectady - Troy	26.2	53
Dayton - Springfield	25.4	54
Memphis	24.1	55
Tulsa	23.9	56
Norfolk - Virginia Beach - Newport News	23.6	57
Kansas City, Kans.	22.7	58
Kansas City, Mo.	22.3	59
Omaha	22.1	60
Providence - Pawtucket - Woonsocket	22.1	60
Syracuse	20.5	62
Wilmington, Del.	20.5	62
Austin	20.2	64
Richmond - Petersburg	19.3	65
Allentown - Bethlehem	18.8	66
Baton Rouge	18.5	67
Louisville	18.4	68
Orlando	18.3	69
Fresno	18.2	70
Wichita	18.1	71
Charlotte - Gastonia - Rock Hill	18.0	72
Jacksonville, Fla.	17.9	73
Salt Lake City - Ogden	17.6	74
Birmingham	17.0	75
Akron	16.8	76
Grand Rapids	16.3	77
Toledo	16.2	78
Anchorage	16.0	79
Worcester - Fitchburg - Leominster	16.0	79
Peoria	15.9	81
Greensboro - Winston-Salem - High Point	15.6	82
Davenport - Rock Island - Moline	15.1	83
Trenton	14.9	84
Harrisburg - Lebanon - Carlisle	14.8	85
Beaumont - Port Arthur	14.1	86
Raleigh - Durham	14.1	86
Las Vegas	14.0	88
Aurora - Elgin	13.9	89
Joliet	13.8	90
Santa Barbara - Santa Maria - Lompoc	13.7	91
Des Moines	13.3	92
Jersey City	13.3	92
Bakersfield	12.8	94
Flint	12.8	94
Gary - Hammond	12.6	96
Knoxville	12.5	97
Youngstown - Warren	12.5	97
Santa Rosa - Petaluma	12.4	99
Lansing - East Lansing	12.1	100
Total Top 100	5,170.1	
Poughkeepsie	12.0	101
Springfield, Mass.	11.9	102
Ann Arbor	11.2	103
Tucson	10.8	104
Saginaw - Bay City - Midland	10.7	105
Little Rock - North Little Rock	10.6	106
Scranton - Wilkes-Barre	10.4	107
Salinas - Seaside - Monterey	9.7	108
Albuquerque	9.6	109
New London - Norwich	9.6	109
Shreveport	9.5	111
Vallejo - Fairfield - Napa	9.4	112
Galveston - Texas City	9.3	113
Corpus Christi	9.2	114
Stockton	9.2	114
El Paso	9.0	116
Jackson, Miss.	9.0	116
Lafayette, La.	8.9	118
Greenville - Spartanburg	8.8	119
Tacoma	8.8	119
Manchester - Nashua	8.7	121
Mobile	8.7	121
New Bedford - Fall River - Attleboro	8.7	121
Madison	8.5	124
Brazoria	8.4	125
York	8.4	125
Portsmouth - Dover - Rochester	8.3	127
Rockford	8.3	127
Canton	8.2	129
Atlantic City	8.0	130
Chattanooga	8.0	130
Lancaster	8.0	130
Richland - Kennewick - Pasco	8.0	130
Santa Cruz	8.0	130
Binghamton	7.9	135
Columbia, S.C.	7.9	135
Orange County, N.Y.	7.9	135
Reno	7.5	138
Kalamazoo	7.4	139
Hamilton - Middletown	7.3	140
Lexington-Fayette	7.3	140
Lincoln	7.1	142
Lorain - Elyria	7.0	143
Charleston, W.Va.	6.9	144
East St. Louis - Belleville	6.9	144
Midland, Tex.	6.8	146
Reading	6.8	146
Boulder - Longmont	6.7	148
Johnson City - Kingsport - Bristol	6.7	148
Pensacola	6.4	150
Total Top 150	5,598.4	
Utica - Rome	6.4	150
Augusta	6.3	152
Colorado Springs	6.3	152
Fort Myers	6.3	152
Houma - Thibodaux	6.2	155
Modesto	6.2	155
Sarasota	6.2	155
Fort Wayne	6.0	158
Huntsville	6.0	158
Lubbock	6.0	158
Odessa	6.0	158
Amarillo	5.9	162
Beaver County, Pa.	5.8	163
Melbourne - Titusville - Palm Bay	5.8	163
Erie	5.7	165
Evansville	5.5	166
Lakeland - Winter Haven	5.5	166
Charleston, S.C.	5.4	168
Appleton - Oshkosh - Neenah	5.3	169
Spokane	5.3	169
Waterloo - Cedar Falls	5.3	169
Macon - Warner Robins	5.2	172
Montgomery	5.2	172
Topeka	5.2	172
Daytona Beach	5.1	175
Lake Charles	5.0	176
Longview - Marshall	4.9	177
Springfield, Ill.	4.9	177
Tyler	4.9	177
Vancouver	4.9	177
Cedar Rapids	4.8	181
Tallahassee	4.8	181
Bremerton	4.7	183
Portland, Me.	4.7	183
Duluth	4.6	185
South Bend - Mishawaka	4.6	185
Alton - Granite City	4.5	187
Decatur	4.4	188
Niagara Falls	4.4	188
Boise	4.3	190
Roanoke	4.3	190
Savannah	4.2	192
Champaign - Urbana - Rantoul	4.1	193
Gainesville	4.1	193
Fort Pierce	4.0	195
Huntington - Ashland	4.0	195
Sioux Falls	3.9	197
Waco	3.9	197
Bloomington - Normal	3.8	199
Olympia	3.8	199
Total Top 200	5,853.0	
Springfield, Mo.	3.8	199
Visalia - Tulare - Porterville	3.8	199
Benton Harbor	3.7	203
Brownsville - Harlingen	3.7	203
Casper	3.7	203
Eugene - Springfield	3.7	203
Fargo - Moorhead	3.7	203
McAllen - Edinburg - Mission	3.7	203
Racine	3.7	203
Bryan - College Station	3.6	210
Pittsfield	3.6	210
Burlington, Vt.	3.5	212
Iowa City	3.5	212
Jackson, Mich.	3.5	212
Biloxi - Gulfport	3.4	215
Bradenton	3.4	215
Fort Collins - Loveland	3.4	215
Johnstown	3.4	215
Killeen - Temple	3.4	215
Columbia, Mo.	3.1	220
Kenosha	3.1	220
Wheeling	3.1	220
Grand Forks	3.0	223
Green Bay	3.0	223
Rochester, Minn.	3.0	223
Wichita Falls	3.0	223
Abilene	2.9	227
Battle Creek	2.9	227
Monroe	2.9	227
Salem, Ore.	2.9	227
Yakima	2.9	227
Billings	2.8	232
Charlottesville	2.8	232
Chico	2.8	232
Lafayette, Ind.	2.8	232
Sioux City	2.8	232
Steubenville - Weirton	2.8	232
Columbus, Ga.	2.7	238
Fort Smith	2.6	239
Fort Walton Beach	2.6	239
Muskegon	2.6	239
Parkersburg - Marietta	2.6	239
San Angelo	2.6	239
Alexandria, La.	2.5	244
Bismarck	2.5	244
Lima	2.5	244
Bellingham	2.4	247
Kankakee	2.4	247
Pascagoula	2.4	247
St. Cloud	2.4	247
Total Top 250	6,086.6	
Sharon	2.4	247
Victoria	2.4	247
Vineland - Millville - Bridgeton	2.4	247
Fayetteville, N.C.	2.3	254
Hickory	2.3	254
Lynchburg	2.3	254
Lawton	2.2	257
Provo - Orem	2.2	257
Sherman - Denison	2.2	257
Asheville	2.1	260
Elkhart - Goshen	2.1	260
Pueblo	2.1	260
State College	2.1	260
Bloomington, Ind.	2.0	264
Glens Falls	2.0	264
Janesville - Beloit	2.0	264
Redding	2.0	264
Wilmington, N.C.	2.0	264
Athens	1.9	269
Enid	1.9	269
Mansfield	1.9	269
Tuscaloosa	1.9	269
Dubuque	1.8	273
Elmira	1.8	273
Ocala	1.8	273
Yuba City	1.8	273
Florence, Ala.	1.7	277
Great Falls	1.7	277
Greeley	1.7	277
Lawrence, Kans.	1.7	277
Sheboygan	1.7	277
Wausau	1.7	277
Williamsport	1.7	277
Clarksville - Hopkinsville	1.6	284
Eau Claire	1.6	284
Fayetteville - Springdale	1.6	284
La Crosse	1.6	284
St. Joseph	1.6	284
Terre Haute	1.6	284
Texarkana	1.6	284
Altoona	1.5	291
Dothan	1.5	291
Hagerstown	1.5	291
Joplin	1.5	291
Las Cruces	1.5	291
Medford	1.5	291
Muncie	1.5	291
Albany, Ga.	1.4	298
Anderson, Ind.	1.4	298
Anderson, S.C.	1.4	298
Bangor	1.4	298
Kokomo	1.4	298
Laredo	1.4	298
Florence, S.C.	1.3	304
Owensboro	1.3	304
Anniston	1.2	306
Danville, Va.	1.2	306
Panama City	1.2	306
Burlington, N.C.	1.1	309
Gadsden	1.1	309
Pine Bluff	1.1	309
Lewiston - Auburn	1.0	312
Cumberland	.9	313
Jacksonville, N.C.	.4	314
Total Above Areas	6,114.3	
Percent of U.S.	[illegible]	
U.S. Total	[illegible]	

"Represented by
Branham
NEWSPAPER SALES"

For 75 years . . . a record of growth, success and leadership in Newspaper Sales Representation

•

Representing diversified newspapers in 41 states, including major dailies in 5 of the top 10 markets

•

American Management Association trained Management Team leading more than 80 sales people nationwide

•

Complete Marketing/Research/Promotion and Audio Visual Divisions

•

Inhouse IBM System 36 Management Information System

•

Unparalleled retail representation and library of chain store data

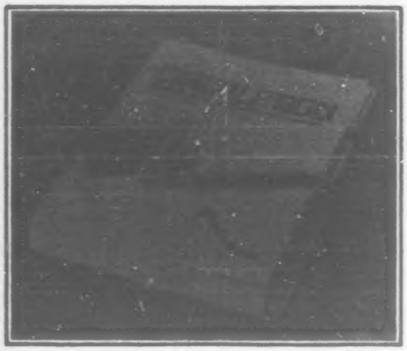
Your newspaper should be

"Represented by
Branham
NEWSPAPER SALES"

17 offices nationwide

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	37,921,927	1
New York	30,606,626	2
Chicago	29,341,451	3
Detroit	22,780,323	4
Philadelphia	20,733,410	5
Houston	19,664,925	6
Boston - Lawrence - Salem - Lowell - Brockton	19,337,840	7
Washington	18,986,853	8
Nassau - Suffolk	14,018,485	9
Dallas	12,849,943	10
Anaheim - Santa Ana	12,403,895	11
Minneapolis - St. Paul	12,315,187	12
Atlanta	11,509,699	13
Baltimore	10,537,237	14
Pittsburgh	10,211,133	15
Seattle	9,989,758	16
San Diego	9,831,914	17
Miami - Hialeah	9,434,151	18
San Francisco	9,330,836	19
Cleveland	9,177,773	20
St. Louis	9,177,740	21
Oakland	8,877,494	22
Tampa - St. Petersburg - Clearwater	8,762,178	23
Denver	8,639,433	24
Newark	8,449,703	25
San Jose	8,035,945	26
Phoenix	7,631,314	27
Riverside - San Bernardino	7,576,898	28
Bergen - Passaic	7,396,352	29
Fort Lauderdale - Hollywood - Pompano Beach	6,789,624	30
Milwaukee	6,755,472	31
Portland, Ore.	6,648,796	32
Cincinnati	6,622,574	33
Indianapolis	6,288,115	34
Sacramento	6,137,156	35
Fort Worth - Arlington	6,103,706	36
Columbus, Ohio	6,039,521	37
New Orleans	5,923,068	38
Norfolk - Virginia Beach - Newport News	5,722,121	39
San Antonio	5,485,801	40
Hartford - New Britain - Middletown - Bristol	5,196,039	41
Kansas City, Mo.	5,089,764	42
Oklahoma City	5,042,769	43
Buffalo	4,848,611	44
Louisville	4,848,453	45
Rochester, N.Y.	4,796,794	46
Bridgeport - Stamford - Norwalk - Danbury	4,604,091	47
Charlotte - Gastonia - Rock Hill	4,547,276	48
Middlesex - Somerset - Hunterdon	4,476,612	49
Nashville	4,403,521	50
Total Top 50	**521,900,307**	
Dayton - Springfield	4,305,998	51
Salt Lake City - Ogden	4,269,227	52
Monmouth - Ocean	4,211,661	53
Birmingham	4,204,954	54
Richmond - Petersburg	4,186,145	55
Orlando	4,156,432	56
Greensboro - Winston-Salem - High Point	4,127,782	57
Memphis	4,092,225	58
Albany - Schenectady - Troy	3,982,370	59
Honolulu	3,960,209	60
Tulsa	3,947,279	61
Jacksonville, Fla.	3,783,231	62
Providence - Pawtucket - Woonsocket	3,745,377	63
West Palm Beach - Boca Raton - Delray Beach	3,723,446	64
New Haven - Waterbury - Meriden	3,531,810	65
Austin	3,263,231	66
Worcester - Fitchburg - Leominster	3,256,983	67
Las Vegas	3,118,637	68
Springfield, Mass.	3,106,013	69
Allentown - Bethlehem	3,103,184	70
Syracuse	3,094,866	71
Akron	3,075,892	72
Toledo	3,033,709	73
Kansas City, Kans.	3,030,040	74
Grand Rapids	3,008,208	75
Gary - Hammond	2,990,658	76
Omaha	2,959,766	77
Harrisburg - Lebanon - Carlisle	2,952,441	78
Scranton - Wilkes-Barre	2,946,010	79
Knoxville	2,754,783	80
Greenville - Spartanburg	2,736,018	81
Raleigh - Durham	2,663,470	82
Fresno	2,574,660	83
Tucson	2,567,234	84
Oxnard - Ventura	2,531,157	85
Wilmington, Del.	2,524,633	86
Flint	2,508,978	87
Little Rock - North Little Rock	2,448,375	88
Baton Rouge	2,424,943	89
Youngstown - Warren	2,380,565	90
Wichita	2,360,063	91
Albuquerque	2,346,528	92
Beaumont - Port Arthur	2,331,018	93
New Bedford - Fall River - Attleboro	2,319,607	94
Lake County, Ill.	2,248,158	95
Tacoma	2,244,598	96
Des Moines	2,235,614	97
Bakersfield	2,190,978	98
El Paso	2,171,085	99
Saginaw - Bay City - Midland	2,042,032	100
Total Top 100	**675,672,588**	
Lansing - East Lansing	2,018,491	101
Mobile	2,004,581	102
Davenport - Rock Island - Moline	1,952,947	103
Johnson City - Kingsport - Bristol	1,947,709	104
Lexington-Fayette	1,935,808	105
Jersey City	1,922,203	106
Canton	1,920,975	107
Columbia, S.C.	1,907,038	108
Peoria	1,877,202	109
Chattanooga	1,859,795	110
Aurora - Elgin	1,758,992	111
Atlantic City	1,751,972	112
Fort Wayne	1,749,133	113
Spokane	1,742,510	114
Reno	1,730,995	115
Charleston, S.C.	1,721,448	116
Portsmouth - Dover - Rochester	1,702,736	117
Santa Rosa - Petaluma	1,690,049	118
Madison	1,689,648	119
Lancaster	1,672,019	120
Stockton	1,658,182	121
Charleston, W.Va.	1,647,596	122
Jackson, Miss.	1,645,890	123
Corpus Christi	1,643,010	124
Santa Barbara - Santa Maria - Lompoc	1,638,507	125
Lakeland - Winter Haven	1,611,279	126
Shreveport	1,579,947	127
York	1,568,974	128
Trenton	1,555,380	129
Portland, Me.	1,553,598	130
Eugene - Springfield	1,550,809	131
Manchester - Nashua	1,548,628	132
Colorado Springs	1,540,110	133
Augusta	1,538,817	134
Vallejo - Fairfield - Napa	1,536,268	135
Huntington - Ashland	1,530,822	136
Anchorage	1,500,866	137
Salinas - Seaside - Monterey	1,479,693	138
Daytona Beach	1,425,023	139
Pensacola	1,420,958	140
Reading	1,412,682	141
Utica - Rome	1,408,607	142
Lubbock	1,406,415	143
Sarasota	1,399,176	144
Amarillo	1,398,577	145
Ann Arbor	1,394,904	146
Evansville	1,383,850	147
Melbourne - Titusville - Palm Bay	1,361,346	148
Modesto	1,337,666	149
Fort Myers	1,335,120	150
Total Top 150	**757,241,539**	
Roanoke	1,304,462	151
Macon - Warner Robins	1,274,310	152
Rockford	1,273,056	153
McAllen - Edinburg - Mission	1,269,415	154
Montgomery	1,260,580	155
Binghamton	1,257,613	156
Orange County, N.Y.	1,245,608	157
Appleton - Oshkosh - Neenah	1,215,624	158
East St. Louis - Belleville	1,214,038	159
Alton - Granite City	1,213,287	160
Erie	1,212,040	161
Joliet	1,202,183	162
Springfield, Mo.	1,199,785	163
Salem, Ore.	1,198,790	164
Kalamazoo	1,196,037	165
South Bend - Mishawaka	1,177,913	166
Duluth	1,155,997	167
Poughkeepsie	1,150,822	168
Savannah	1,138,332	169
New London - Norwich	1,132,573	170
Visalia - Tulare - Porterville	1,106,862	171
Galveston - Texas City	1,104,255	172
Lafayette, La.	1,102,087	173
Boise	1,088,658	174
Lorain - Elyria	1,065,834	175
Johnstown	1,059,362	176
Boulder - Longmont	1,058,309	177
Lincoln	1,040,224	178
Santa Cruz	1,030,620	179
Niagara Falls	1,029,221	180
Springfield, Ill.	1,009,577	181
Columbus, Ga.	1,005,965	182
Longview - Marshall	1,005,692	183
Waco	992,933	184
Fayetteville, N.C.	967,274	185
Richland - Kennewick - Pasco	962,350	186
Fort Smith	957,546	187
Tallahassee	945,562	188
Hamilton - Middletown	941,865	189
Odessa	940,291	190
Huntsville	937,448	191
Parkersburg - Marietta	912,857	192
Houma - Thibodaux	909,863	193
Brownsville - Harlingen	901,664	194
Fargo - Moorhead	886,483	195
Killeen - Temple	886,181	196
Wheeling	882,752	197
Cedar Rapids	882,125	198
Lake Charles	875,819	199
Gainesville	875,442	200
Total Top 200	**810,899,127**	
Terre Haute	874,433	201
St. Cloud	868,825	202
Billings	868,242	203
Hickory	867,896	204
Waterloo - Cedar Falls	856,230	205
Pittsfield	854,605	206
Champaign - Urbana - Rantoul	841,963	207
Topeka	838,398	208
Sioux Falls	836,643	209
Yakima	835,058	210
Green Bay	833,176	211
Tyler	833,088	212
Fort Pierce	812,117	213
Brazoria	810,768	214
Asheville	808,353	215
Bradenton	807,971	216
Medford	801,075	217
Fort Collins - Loveland	799,255	218
Beaver County, Pa.	797,883	219
Biloxi - Gulfport	794,295	220
Benton Harbor	776,120	221
Provo - Orem	768,665	222
Wichita Falls	766,884	223
Elkhart - Goshen	758,343	224
Bangor	753,655	225
Abilene	731,801	226
Vancouver	727,407	227
Joplin	719,917	228
Lima	717,405	229
Lynchburg	695,860	230
Redding	681,527	231
Racine	679,389	232
Monroe	677,516	233
Mansfield	669,669	234
Burlington, Vt.	666,855	235
Casper	661,296	236
Janesville - Beloit	656,561	237
Chico	655,381	238
Altoona	649,183	239
Decatur	648,471	240
Jackson, Mich.	633,735	241
Bremerton	632,917	242
Clarksville - Hopkinsville	630,575	243
Anderson, S.C.	627,324	244
Bloomington - Normal	625,724	245
Midland, Tex.	624,748	246
Steubenville - Weirton	619,594	247
Hagerstown	619,196	248
Florence, Ala.	614,901	249
Eau Claire	614,447	250
Total Top 250	**847,844,467**	
Ocala	614,097	251
Vineland - Millville - Bridgeton	607,854	252
Laredo	607,334	253
Sioux City	605,872	254
Muncie	603,401	255
Muskegon	603,064	256
Tuscaloosa	602,212	257
Wilmington, N.C.	601,173	258
Rochester, Minn.	600,831	259
Panama City	594,658	260
Bellingham	590,593	261
Athens	590,273	262
Battle Creek	588,733	263
Texarkana	581,588	264
San Angelo	579,716	265
Lafayette, Ind.	578,118	266
Alexandria, La.	577,780	267
Anderson, Ind.	573,834	268
Fort Walton Beach	573,264	269
Olympia	567,400	270
Fayetteville - Springdale	563,106	271
Sharon	559,877	272
Great Falls	552,593	273
Pueblo	549,050	274
Charlottesville	548,838	275
Glens Falls	539,260	276
Columbia, Mo.	535,659	277
Florence, S.C.	525,038	278
Victoria	518,358	279
Dothan	510,476	280
Albany, Ga.	505,485	281
Lewiston - Auburn	504,779	282
Dubuque	503,211	283
Kokomo	497,051	284
Williamsport	496,321	285
St. Joseph	494,680	286
Anniston	494,060	287
Bryan - College Station	492,656	288
Bismarck	491,070	289
State College	491,041	290
Owensboro	485,284	291
La Crosse	470,830	292
Iowa City	466,734	293
Burlington, N.C.	460,549	294
Pascagoula	455,653	295
Kankakee	453,527	296
Danville, Va.	451,028	297
Greeley	450,705	298
Lawton	445,290	299
Gadsden	441,210	300
Cumberland	426,849	301
Wausau	423,573	302
Kenosha	423,304	303
Sherman - Denison	422,808	304
Yuba City	415,133	305
Sheboygan	408,777	306
Bloomington, Ind.	408,135	307
Las Cruces	399,086	308
Enid	397,512	309
Elmira	396,244	310
Grand Forks	387,863	311
Pine Bluff	384,559	312
Jacksonville, N.C.	348,461	313
Lawrence, Kans.	294,431	314
Total Above Areas	**880,176,516**	
Percent of U.S.	**79.9615**	
U.S. Total	**1,100,749,749**	



When you want the answers for print media...

Follow the Arrow for the most
Accepted
Accurate
Comprehensive
Study of penetration analysis of major print media.

CIRCULATION

The Annual Geographic Penetration Analysis of Major Print Media

Accepted: CIRCULATION's penetration analysis is based on Sales & Marketing Management's households—the most accepted household base used within the industry.

Accurate: CIRCULATION uses the most available, up-to-date newspaper circulation statistics available.

Comprehensive: CIRCULATION shows penetration within principal divisions of the United States— every county, every metropolitan area and every television viewing area. Also included are complete daily newspaper analyses including all regional sales groups, 23 leading national magazines, 5 national newspaper supplements and a summary of weekly newspapers.

Published by:
American Newspaper Markets, Inc.
P.O. Box 994, Malibu, CA 90265
(213) 456-1863 — $40 per copy

Order your copy of CIRCULATION '83/'84 now!

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Casper	22,725	1
Laredo	20,871	2
Anchorage	20,816	3
Odessa	20,441	4
Victoria	20,248	5
Billings	19,914	6
Reno	19,896	7
Amarillo	19,838	8
Sioux Falls	19,277	9
Portland, Me.	18,831	10
Midland, Tex.	18,705	11
Great Falls	18,298	12
Lubbock	17,735	13
Houston	17,640	14
Abilene	17,634	15
San Angelo	17,461	16
Terre Haute	17,384	17
Rochester, Minn.	17,216	18
Wichita Falls	17,118	19
Longview - Marshall	16,931	20
Beaumont - Port Arthur	16,698	21
Fargo - Moorhead	16,632	22
Richland - Kennewick - Pasco	16,592	23
Nassau - Suffolk	16,568	24
Grand Forks	16,435	25
Dallas	16,394	26
Tyler	16,303	27
Portsmouth - Dover - Rochester	16,217	28
Anaheim - Santa Ana	16,107	29
Charleston, W.Va.	16,106	30
Bergen - Passaic	16,076	31
St. Cloud	16,030	32
Honolulu	16,027	33
Dubuque	16,026	34
Lexington-Fayette	15,998	35
San Jose	15,970	36
Fort Worth - Arlington	15,941	37
Pittsfield	15,914	38
Flint	15,880	39
Bangor	15,833	40
Bridgeport - Stamford - Norwalk - Danbury	15,784	41
Atlantic City	15,713	42
Aurora - Elgin	15,691	43
Bismarck	15,689	44
Burlington, Vt.	15,654	45
Lafayette, La.	15,632	46
Las Vegas	15,609	47
Parkersburg - Marietta	15,604	48
Enid	15,589	49
Boise	15,486	50
Des Moines	15,471	51
Kansas City, Kans.	15,467	52
Panama City	15,446	53
Owensboro	15,406	54
Washington	15,376	55
Roanoke	15,311	56
Seattle	15,310	57
Fort Smith	15,296	58
Kalamazoo	15,275	59
Elkhart - Goshen	15,137	60
Houma - Thibodaux	15,089	61
Medford	15,086	62
Minneapolis - St. Paul	15,053	63
Waco	15,022	64
Lake County, Ill.	14,988	65
Hagerstown	14,956	66
Manchester - Nashua	14,891	67
Springfield, Mass.	14,868	68
Galveston - Texas City	14,802	69
San Francisco	14,785	70
St. Joseph	14,767	71
Portland, Ore.	14,746	72
Wilmington, N.C.	14,735	73
Tulsa	14,690	74
Richmond - Petersburg	14,683	75
Middlesex - Somerset - Hunterdon	14,644	76
Corpus Christi	14,631	77
Austin	14,627	78
Fayetteville - Springdale	14,626	79
Miami - Hialeah	14,543	80
Iowa City	14,540	81
Waterloo - Cedar Falls	14,537	82
Oklahoma City	14,524	83
Springfield, Mo.	14,508	84
Detroit	14,503	85
Boston - Lawrence - Salem - Lowell - Brockton	14,484	86
Wichita	14,470	87
Indianapolis	14,469	88
Orlando	14,462	89
McAllen - Edinburg - Mission	14,442	90
Fort Lauderdale - Hollywood - Pompano Beach	14,431	91
Kansas City, Mo.	14,431	91
Lake Charles	14,429	93
San Antonio	14,410	94
Denver	14,387	95
Eugene - Springfield	14,373	96
Trenton	14,309	97
Ann Arbor	14,248	98
Salinas - Seaside - Monterey	14,242	99
Bakersfield	14,236	100
Joplin	14,200	101
Bloomington - Normal	14,189	102
Savannah	14,036	103
Fort Walton Beach	14,016	104
Santa Barbara - Santa Maria - Lompoc	14,004	105
Atlanta	13,953	106
Harrisburg - Lebanon - Carlisle	13,953	106
Mansfield	13,951	108
Champaign - Urbana - Rantoul	13,940	109
Saginaw - Bay City - Midland	13,929	110
Columbia, Mo.	13,913	111
Norfolk - Virginia Beach - Newport News	13,912	112
Worcester - Fitchburg - Leominster	13,883	113
Albuquerque	13,868	114
Bellingham	13,864	115
Sioux City	13,864	115
Redding	13,852	117
El Paso	13,846	118
Sarasota	13,840	119
Grand Rapids	13,837	120
La Crosse	13,807	121
Peoria	13,803	122
Fort Myers	13,793	123
Lewiston - Auburn	13,792	124
St. Louis	13,785	125
Orange County, N.Y.	13,764	126
Glens Falls	13,757	127
Lynchburg	13,752	128
Louisville	13,723	129
West Palm Beach - Boca Raton - Delray Beach	13,709	130
Topeka	13,699	131
Cedar Rapids	13,698	132
Florence, S.C.	13,673	133
Little Rock - North Little Rock	13,663	134
Gary - Hammond	13,625	135
Nashville	13,604	136
Boulder - Longmont	13,603	137
Texarkana	13,589	138
Davenport - Rock Island - Moline	13,562	139
Lincoln	13,562	139
Jacksonville, Fla.	13,560	141
Fort Wayne	13,549	142
Lansing - East Lansing	13,547	143
Lafayette, Ind.	13,539	144
Brownsville - Harlingen	13,538	145
Omaha	13,527	146
Salt Lake City - Ogden	13,519	147
Macon - Warner Robins	13,442	148
Los Angeles - Long Beach	13,441	149
Baton Rouge	13,435	150
Chicago	13,434	151
Hartford - New Britain - Middletown - Bristol	13,420	152
Monroe	13,416	153
Wilmington, Del.	13,400	154
South Bend - Mishawaka	13,385	155
Muncie	13,379	156
Rochester, N.Y.	13,376	157
Toledo	13,370	158
Poughkeepsie	13,351	159
New Bedford - Fall River - Attleboro	13,323	160
San Diego	13,299	161
Syracuse	13,294	162
Huntsville	13,260	163
Springfield, Ill.	13,249	164
New London - Norwich	13,246	165
Columbia, S.C.	13,225	166
Baltimore	13,213	167
Buffalo	13,183	168
Fresno	13,176	169
Pensacola	13,157	170
Vineland - Millville - Bridgeton	13,157	170
Cleveland	13,151	172
Madison	13,118	173
Sacramento	13,111	174
Milwaukee	13,031	175
Canton	13,024	176
Oxnard - Ventura	13,020	177
Colorado Springs	12,997	178
Decatur	12,995	179
Evansville	12,994	180
Santa Rosa - Petaluma	12,980	181
Binghamton	12,978	182
Kokomo	12,978	182
Brazoria	12,972	184
Eau Claire	12,963	185
Albany, Ga.	12,961	186
Green Bay	12,958	187
Greenville - Spartanburg	12,948	188
Fort Collins - Loveland	12,933	189
Altoona	12,932	190
Lima	12,903	191
Bryan - College Station	12,897	192
Tallahassee	12,882	193
Akron	12,875	194
Monmouth - Ocean	12,872	195
Allentown - Bethlehem	12,871	196
Newark	12,867	197
Cincinnati	12,862	198
Gainesville	12,836	199
Santa Cruz	12,835	200
State College	12,821	201
Yakima	12,808	202
Spokane	12,794	203
Wheeling	12,775	204
Janesville - Beloit	12,774	205
Charlottesville	12,764	206
Lakeland - Winter Haven	12,737	207
Lancaster	12,734	208
Shreveport	12,731	209
Columbus, Ohio	12,715	210
Asheville	12,670	211
Birmingham	12,666	212
Montgomery	12,644	213
Modesto	12,619	214
Greensboro - Winston-Salem - High Point	12,600	215
Jackson, Miss.	12,583	216
Albany - Schenectady - Troy	12,579	217
Knoxville	12,556	218
Columbus, Ga.	12,543	219
New Orleans	12,522	220
Oakland	12,518	221
Benton Harbor	12,478	222
New Haven - Waterbury - Meriden	12,462	223
Memphis	12,461	224
Rockford	12,457	225
Mobile	12,451	226
Niagara Falls	12,445	227
Alton - Granite City	12,444	228
Visalia - Tulare - Porterville	12,423	229
Anderson, S.C.	12,422	230
Charlotte - Gastonia - Rock Hill	12,421	231
Huntington - Ashland	12,415	232
Clarksville - Hopkinsville	12,413	233
Youngstown - Warren	12,412	234
Salem, Ore.	12,397	235
Utica - Rome	12,389	236
Philadelphia	12,386	237
Phoenix	12,380	238
Pine Bluff	12,365	239
Augusta	12,360	240
Dayton - Springfield	12,356	241
Pittsburgh	12,350	242
Kankakee	12,324	243
Burlington, N.C.	12,314	244
Riverside - San Bernardino	12,282	245
Biloxi - Gulfport	12,277	246
Melbourne - Titusville - Palm Bay	12,275	247
Florence, Ala.	12,225	248
Raleigh - Durham	12,212	249
Stockton	12,175	250
Athens	12,171	251
Sharon	12,145	252
Lawton	12,136	253
Jackson, Mich.	12,117	254
Alexandria, La.	12,113	255
Tampa - St. Petersburg - Clearwater	12,057	256
Daytona Beach	12,056	257
Tuscaloosa	12,044	258
Erie	12,000	259
Fayetteville, N.C.	11,986	260
Johnson City - Kingsport - Bristol	11,964	261
Killeen - Temple	11,959	262
Tacoma	11,958	263
Reading	11,861	264
Sherman - Denison	11,810	265
Bradenton	11,778	266
East St. Louis - Belleville	11,775	267
Provo - Orem	11,753	268
Chattanooga	11,719	269
Anniston	11,708	270
Fort Pierce	11,702	271
Vallejo - Fairfield - Napa	11,683	272
Dothan	11,681	273
Pueblo	11,657	274
Tucson	11,622	275
Las Cruces	11,601	276
Providence - Pawtucket - Woonsocket	11,588	277
Ocala	11,587	278
Gadsden	11,580	279
Appleton - Oshkosh - Neenah	11,566	280
Lawrence, Kans.	11,501	281
Charleston, S.C.	11,438	282
Duluth	11,412	283
Williamsport	11,384	284
Hickory	11,345	285
Battle Creek	11,322	286
Bloomington, Ind.	11,306	287
Anderson, Ind.	11,296	288
Elmira	11,225	289
Johnstown	11,222	290
Lorain - Elyria	11,161	291
Sheboygan	11,138	292
Pascagoula	11,006	293
Racine	10,993	294
Danville, Va.	10,921	295
York	10,918	296
Beaver County, Pa.	10,870	297
Cumberland	10,834	298
Muskegon	10,827	299
Scranton - Wilkes-Barre	10,827	299
Bremerton	10,819	301
Jacksonville, N.C.	10,788	302
Olympia	10,787	303
Steubenville - Weirton	10,609	304
Yuba City	10,510	305
Wausau	10,433	306
Chico	10,272	307
Hamilton - Middletown	10,063	308
Joliet	9,750	309
Vancouver	9,647	310
Greeley	9,549	311
New York	9,488	312
Kenosha	9,428	313
Jersey City	9,282	314
Average Above Areas	**13,553**	
U.S. Average	**12,940**	

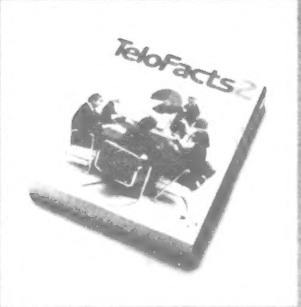
How would you like to have customer market surveys, new product acceptance statistics, or sales productivity reports for as little as $50*?

With TeloFacts, you can. TeloFacts is the new microcomputer software package to design, use and evaluate questionnaires on your Apple II® or IBM P.C.® TeloFacts is simple to use; it can be operated by semi-skilled personnel or linked up to a Mountain Computer automatic card reader.

And TeloFacts massages, analyzes, and summarizes your data in a number of different ways while you just sit back and watch. Plus, there's a toll free customer service number for questions.

Read the market's mind without the time and expense of an outside source.

Look for TeloFacts at your local bookstore or computer store, or write or call for more information.

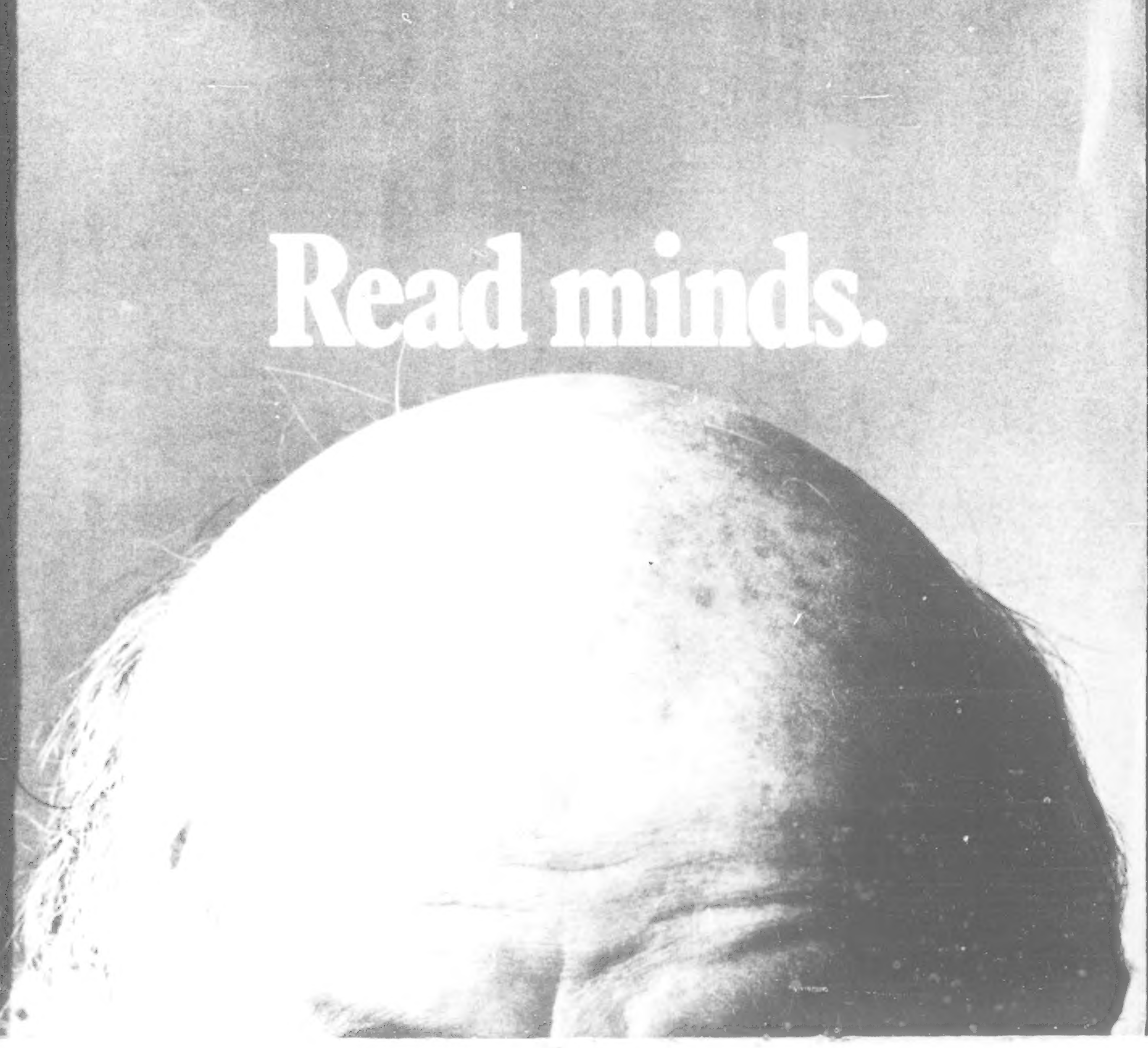


dilithium Software
P.O. Box E
Beaverton, Oregon 97075
800-547-1842 or
646-2713 inside Oregon

Software to design, use and evaluate questionnaires.

TeloFacts™

*TeloFacts 1, $49.95. TeloFacts 2, $199.95. *How to Use TeloFacts Book*, $9.95.



BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.5128	1
New York	3.4510	2
Chicago	2.7960	3
Philadelphia	2.0272	4
Detroit	2.0232	5
Washington	1.7508	6
Boston - Lawrence - Salem - Lowell - Brockton	1.7231	7
Houston	1.5966	8
Nassau - Suffolk	1.3482	9
Anaheim - Santa Ana	1.1077	10
Minneapolis - St. Paul	1.0759	11
Dallas	1.0582	12
Atlanta	.9986	13
Pittsburgh	.9696	14
Baltimore	.9634	15
San Diego	.9185	16
Oakland	.8824	17
Newark	.8813	18
Seattle	.8705	19
Cleveland	.8398	20
San Francisco	.8280	21
St. Louis	.8238	22
Miami - Hialeah	.7735	23
Denver	.7573	24
Tampa - St. Petersburg - Clearwater	.7561	25
San Jose	.7199	26
Riverside - San Bernardino	.7120	27
Phoenix	.7045	28
Bergen - Passaic	.6666	29
Milwaukee	.6241	30
Cincinnati	.6144	31
Fort Lauderdale - Hollywood - Pompano Beach	.5594	32
Columbus, Ohio	.5512	33
Sacramento	.5500	34
New Orleans	.5459	35
Portland, Ore.	.5378	36
Indianapolis	.5243	37
Fort Worth - Arlington	.5034	38
Hartford - New Britain - Middletown - Bristol	.5014	39
Norfolk - Virginia Beach - Newport News	.4974	40
San Antonio	.4659	41
Rochester, N.Y.	.4580	42
Bridgeport - Stamford - Norwalk - Danbury	.4472	43
Middlesex - Somerset - Hunterdon	.4427	44
Buffalo	.4369	45
Oklahoma City	.4278	46
Kansas City, Mo.	.4215	47
Monmouth - Ocean	.4160	48
Charlotte - Gastonia - Rock Hill	.4076	49
Louisville	.4054	50
Total Top 50	**47.8748**	
Dayton - Springfield	.4053	51
Nashville	.3967	52
Salt Lake City - Ogden	.3811	53
Memphis	.3753	54
Albany - Schenectady - Troy	.3746	55
Birmingham	.3633	56
Providence - Pawtucket - Woonsocket	.3628	57
Greensboro - Winston-Salem - High Point	.3613	58
Honolulu	.3604	59
Richmond - Petersburg	.3510	60
New Haven - Waterbury - Meriden	.3484	61
Orlando	.3390	62
Tulsa	.3343	63
West Palm Beach - Boca Raton - Delray Beach	.3267	64
Jacksonville, Fla.	.3208	65
Allentown - Bethlehem	.2885	66
Syracuse	.2871	67
Worcester - Fitchburg - Leominster	.2849	68
Scranton - Wilkes-Barre	.2819	69
Akron	.2818	70
Omaha	.2749	71
Austin	.2737	72
Toledo	.2696	73
Grand Rapids	.2686	74
Gary - Hammond	.2661	75
Kansas City, Kans.	.2624	76
Harrisburg - Lebanon - Carlisle	.2581	77
Oxnard - Ventura	.2581	77
Springfield, Mass.	.2527	79
Raleigh - Durham	.2483	80
Las Vegas	.2457	81
Knoxville	.2404	82
Wilmington, Del.	.2383	83
Fresno	.2367	84
Tucson	.2326	85
Lake County, Ill.	.2325	86
Greenville - Spartanburg	.2322	87
Baton Rouge	.2259	88
Youngstown - Warren	.2222	89
Wichita	.2110	90
Jersey City	.2091	91
Little Rock - North Little Rock	.2084	92
Tacoma	.2053	93
Flint	.2052	94
New Bedford - Fall River - Attleboro	.1988	95
Albuquerque	.1923	96
Bakersfield	.1885	97
Beaumont - Port Arthur	.1868	98
Des Moines	.1862	99
El Paso	.1860	100
Total Top 100	**61.6166**	
Lansing - East Lansing	.1859	101
Davenport - Rock Island - Moline	.1834	102
Saginaw - Bay City - Midland	.1795	103
Mobile	.1782	104
Peoria	.1761	105
Canton	.1725	106
Johnson City - Kingsport - Bristol	.1716	107
Chattanooga	.1702	108
Columbia, S.C.	.1702	108
Charleston, S.C.	.1635	110
York	.1613	111
Aurora - Elgin	.1578	112
Santa Rosa - Petaluma	.1561	113
Lancaster	.1555	114
Vallejo - Fairfield - Napa	.1547	115
Stockton	.1535	116
Joliet	.1533	117
Madison	.1514	118
Jackson, Miss.	.1507	119
Fort Wayne	.1500	120
Santa Barbara - Santa Maria - Lompoc	.1491	121
Lexington-Fayette	.1474	122
Spokane	.1457	123
Trenton	.1454	124
Shreveport	.1442	125
Corpus Christi	.1409	126
Augusta	.1389	127
Portsmouth - Dover - Rochester	.1371	128
Lakeland - Winter Haven	.1370	129
Colorado Springs	.1356	130
Atlantic City	.1345	131
Salinas - Seaside - Monterey	.1345	131
Reading	.1340	133
Manchester - Nashua	.1322	134
Huntington - Ashland	.1300	135
Utica - Rome	.1292	136
Ann Arbor	.1282	137
Charleston, W.Va.	.1273	138
Rockford	.1246	139
Pensacola	.1241	140
Melbourne - Titusville - Palm Bay	.1221	141
Appleton - Oshkosh - Neenah	.1199	142
Reno	.1196	143
Evansville	.1194	144
Eugene - Springfield	.1186	145
Modesto	.1185	146
Daytona Beach	.1184	147
Anchorage	.1162	148
East St. Louis - Belleville	.1162	148
Orange County, N.Y.	.1160	150
Total Top 150	**68.8168**	
Binghamton	.1157	151
Poughkeepsie	.1155	152
Erie	.1149	153
Lorain - Elyria	.1126	154
New London - Norwich	.1110	155
Montgomery	.1108	156
Duluth	.1106	157
Sarasota	.1103	158
Alton - Granite City	.1100	159
Fort Myers	.1091	160
Macon - Warner Robins	.1091	160
Portland, Me.	.1072	162
Hamilton - Middletown	.1071	163
Lubbock	.1038	164
Kalamazoo	.1018	165
South Bend - Mishawaka	.1018	165
Salem, Ore.	.1014	167
McAllen - Edinburg - Mission	.1006	168
Roanoke	.1006	168
Johnstown	.0989	170
Galveston - Texas City	.0983	171
Amarillo	.0965	172
Lincoln	.0956	173
Visalia - Tulare - Porterville	.0956	173
Niagara Falls	.0954	175
Santa Cruz	.0952	176
Lafayette, La.	.0951	177
Boulder - Longmont	.0949	178
Springfield, Mo.	.0940	179
Savannah	.0918	180
Fayetteville, N.C.	.0900	181
Springfield, Ill.	.0884	182
Columbus, Ga.	.0867	183
Boise	.0858	184
Killeen - Temple	.0858	184
Beaver County, Pa.	.0853	186
Brazoria	.0847	187
Huntsville	.0844	188
Vancouver	.0822	189
Richland - Kennewick - Pasco	.0816	190
Tallahassee	.0815	191
Houma - Thibodaux	.0803	192
Cedar Rapids	.0802	193
Hickory	.0790	194
Brownsville - Harlingen	.0772	195
Waco	.0771	196
Longview - Marshall	.0768	197
Wheeling	.0768	197
Waterloo - Cedar Falls	.0760	199
Lake Charles	.0759	200
Total Top 200	**73.5577**	
Provo - Orem	.0752	201
Topeka	.0751	202
Green Bay	.0747	203
Gainesville	.0737	204
Fort Pierce	.0732	205
Champaign - Urbana - Rantoul	.0730	206
Biloxi - Gulfport	.0719	207
Fort Smith	.0712	208
Racine	.0710	209
Benton Harbor	.0705	210
Fort Collins - Loveland	.0703	211
Yakima	.0703	211
Bradenton	.0702	213
Parkersburg - Marietta	.0695	214
Odessa	.0688	215
Fargo - Moorhead	.0684	216
St. Cloud	.0683	217
Bremerton	.0682	218
Pittsfield	.0667	219
Tyler	.0663	220
Asheville	.0660	221
Lima	.0635	222
Steubenville - Weirton	.0632	223
Jackson, Mich.	.0617	224
Chico	.0616	225
Sioux Falls	.0608	226
Decatur	.0607	227
Terre Haute	.0603	228
Muskegon	.0600	229
Elkhart - Goshen	.0592	230
Billings	.0586	231
Medford	.0584	232
Olympia	.0583	233
Janesville - Beloit	.0581	234
Lynchburg	.0581	234
Battle Creek	.0578	236
Wichita Falls	.0577	237
Monroe	.0567	238
Clarksville - Hopkinsville	.0564	239
Bangor	.0561	240
Bloomington - Normal	.0559	241
Mansfield	.0552	242
Burlington, Vt.	.0548	243
Abilene	.0542	244
Altoona	.0541	245
Anderson, S.C.	.0534	246
Florence, Ala.	.0534	246
Joplin	.0532	248
Midland, Tex.	.0532	248
Anderson, Ind.	.0531	250
Total Top 250	**76.7079**	
Vineland - Millville - Bridgeton	.0531	250
Redding	.0529	252
Eau Claire	.0525	253
Sharon	.0522	254
Tuscaloosa	.0521	255
Alexandria, La.	.0520	256
Lafayette, Ind.	.0519	257
Sioux City	.0514	258
Ocala	.0511	259
Athens	.0504	260
Kenosha	.0500	261
Muncie	.0500	261
Pueblo	.0493	263
Charlottesville	.0492	264
Fort Walton Beach	.0488	265
Bellingham	.0484	266
Hagerstown	.0480	267
Pascagoula	.0476	268
Columbia, Mo.	.0472	269
Rochester, Minn.	.0472	269
Greeley	.0467	271
Wilmington, N.C.	.0467	271
Williamsport	.0465	273
Texarkana	.0462	274
Glens Falls	.0459	275
Casper	.0457	276
Dothan	.0457	276
Anniston	.0449	278
Bryan - College Station	.0445	279
State College	.0442	280
Lawton	.0441	281
Albany, Ga.	.0437	282
San Angelo	.0432	283
Wausau	.0432	283
Kankakee	.0427	285
Kokomo	.0427	285
Fayetteville - Springdale	.0426	287
Panama City	.0422	288
Florence, S.C.	.0418	289
Sheboygan	.0413	290
Danville, Va.	.0409	291
Iowa City	.0405	292
Dubuque	.0403	293
Bismarck	.0402	294
Lewiston - Auburn	.0399	295
Yuba City	.0399	295
La Crosse	.0394	297
Bloomington, Ind.	.0392	298
Sherman - Denison	.0392	298
Laredo	.0391	300
Burlington, N.C.	.0390	301
Great Falls	.0390	301
Cumberland	.0386	303
Elmira	.0385	304
St. Joseph	.0383	305
Gadsden	.0381	306
Victoria	.0372	307
Owensboro	.0367	308
Jacksonville, N.C.	.0361	309
Las Cruces	.0356	310
Grand Forks	.0336	311
Pine Bluff	.0323	312
Enid	.0318	313
Lawrence, Kans.	.0283	314
Total Above Areas	**79.4994**	
Percent of U.S.	**79.4994**	
U.S. Total	**100.0000**	

NEW NISSAN SENTRA.

YOU NEED THIS CAR!

If you need to lower your rising fleet fuel bills…you need the new Nissan Sentra. The 4-Door Sedan Deluxe has an astonishing EPA estimated 35 MPG rating on city streets combined with 50 MPG on the wide open road.* (Look at our Wagon's equally impressive EPA figures.)

Inside, there's all the wide open space you need. Over 96 cubic feet in the Sedan and 106 in the Wagon…enough to keep five passengers in leg-stretching comfort.

Add to that room and mileage the benefits of front-wheel drive, fully independent suspension and rack-and-pinion steering plus optional automatic transmission and you've got the ultimate fleet car for traveling executives or rental agencies. Plus it's all put together like every Datsun we make, solid and dependable.

If you need this kind of mileage, room, dependability and value…see your local Datsun dealer or contact our National Fleet Sales Manager, Nissan Motor Corporation in U.S.A., 18501 South Figueroa Street, P.O. Box 191, Gardena, California 90247.

Our outstanding fleet program offers nearly 1,100 dealers, a computer-controlled network of parts depots and 12 regional offices staffed with professional fleet personnel all willing and able to fulfill your every fleet need.

NISSAN

Nissan Sentra 4-Door Sedan and Nissan Sentra Wagon*

50	㉟
EST HWY	EPA EST MPG

*With 5-speed. Remember, use the EPA estimated MPG for comparison. Your actual mileage may differ depending on speed, weather and trip length. Actual highway mileage will probably be less. California mileage: 52/㉟.

NISSAN
WE ARE DRIVEN
DATSUN

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,072,096	1
Houston	4,199,967	2
Chicago	3,950,005	3
Detroit	3,786,522	4
Washington	3,196,801	5
Philadelphia	3,131,689	6
Dallas	2,617,329	7
New York	2,411,194	8
Atlanta	2,122,068	9
Boston - Lawrence - Salem - Lowell - Brockton	1,990,254	10
Minneapolis - St. Paul	1,868,804	11
Pittsburgh	1,836,359	12
Anaheim - Santa Ana	1,813,970	13
Baltimore	1,744,583	14
Nassau - Suffolk	1,704,247	15
Miami - Hialeah	1,584,673	16
Denver	1,562,630	17
Fort Lauderdale - Hollywood - Pompano Beach	1,526,647	18
Tampa - St. Petersburg - Clearwater	1,478,815	19
St. Louis	1,428,882	20
Fort Worth - Arlington	1,419,624	21
Cleveland	1,364,910	22
Phoenix	1,360,060	23
San Diego	1,320,701	24
Seattle	1,282,997	25
Newark	1,264,183	26
San Jose	1,246,343	27
Oakland	1,222,581	28
Oklahoma City	1,139,742	29
Bergen - Passaic	1,082,418	30
Norfolk - Virginia Beach - Newport News	1,042,717	31
San Francisco	1,028,908	32
Riverside - San Bernardino	1,007,594	33
Columbus, Ohio	975,734	34
Charlotte - Gastonia - Rock Hill	954,323	35
Portland, Ore.	942,441	36
San Antonio	941,593	37
Indianapolis	912,653	38
Kansas City, Mo.	910,599	39
New Orleans	885,756	40
Milwaukee	874,075	41
Tulsa	852,175	42
Cincinnati	846,895	43
Rochester, N.Y.	839,408	44
Buffalo	817,059	45
Greensboro - Winston-Salem - High Point	810,437	46
Jacksonville, Fla.	797,813	47
Sacramento	797,522	48
Salt Lake City - Ogden	769,175	49
Orlando	768,178	50
Total Top 50	**79,506,149**	
Nashville	737,256	51
Richmond - Petersburg	700,899	52
Birmingham	700,477	53
West Palm Beach - Boca Raton - Delray Beach	690,691	54
Monmouth - Ocean	685,845	55
Louisville	655,451	56
Memphis	653,481	57
Dayton - Springfield	620,787	58
Hartford - New Britain - Middletown - Bristol	599,675	59
Middlesex - Somerset - Hunterdon	585,755	60
Albany - Schenectady - Troy	579,826	61
Las Vegas	553,530	62
Kansas City, Kans.	553,177	63
Syracuse	522,658	64
Bridgeport - Stamford - Norwalk - Danbury	517,187	65
Greenville - Spartanburg	509,291	66
Omaha	504,677	67
Austin	504,374	68
Little Rock - North Little Rock	487,159	69
Albuquerque	483,321	70
Allentown - Bethlehem	472,886	71
Flint	465,189	72
Raleigh - Durham	464,558	73
Tucson	445,656	74
Harrisburg - Lebanon - Carlisle	444,744	75
Scranton - Wilkes-Barre	442,328	76
Beaumont - Port Arthur	442,322	77
Toledo	440,858	78
Wichita	432,585	79
Providence - Pawtucket - Woonsocket	429,147	80
Lake County, Ill.	418,829	81
Gary - Hammond	417,463	82
Baton Rouge	415,780	83
Grand Rapids	403,574	84
Akron	402,517	85
El Paso	383,446	86
Oxnard - Ventura	382,316	87
Fresno	380,939	88
New Haven - Waterbury - Meriden	379,656	89
Worcester - Fitchburg - Leominster	379,064	90
Charleston, W.Va.	377,418	91
Honolulu	376,868	92
Tacoma	369,633	93
Wilmington, Del.	364,877	94
Knoxville	364,708	95
Lubbock	351,347	96
Columbia, S.C.	349,175	97
Springfield, Mass.	343,001	98
Des Moines	337,717	99
Corpus Christi	329,631	100
Total Top 100	**103,359,898**	
Shreveport	325,910	101
Johnson City - Kingsport - Bristol	324,881	102
Youngstown - Warren	320,197	103
Pensacola	309,232	104
Amarillo	306,336	105
Lansing - East Lansing	305,641	106
Lakeland - Winter Haven	303,978	107
Reno	298,706	108
Colorado Springs	295,414	109
Davenport - Rock Island - Moline	294,773	110
Augusta	292,164	111
Peoria	289,979	112
Canton	288,090	113
Charleston, S.C.	286,270	114
Mobile	280,963	115
Saginaw - Bay City - Midland	272,736	116
Bakersfield	270,369	117
Fort Wayne	269,620	118
New Bedford - Fall River - Attleboro	265,678	119
Lancaster	264,635	120
Jackson, Miss.	263,851	121
Chattanooga	257,002	122
Lexington-Fayette	254,584	123
Eugene - Springfield	254,361	124
Aurora - Elgin	243,992	125
Macon - Warner Robins	242,374	126
Spokane	241,947	127
York	238,755	128
Stockton	235,845	129
Portsmouth - Dover - Rochester	230,791	130
Alton - Granite City	229,322	131
Melbourne - Titusville - Palm Bay	228,712	132
Reading	228,235	133
Springfield, Mo.	227,005	134
Fort Myers	226,841	135
Vallejo - Fairfield - Napa	226,276	136
Manchester - Nashua	221,072	137
Huntington - Ashland	219,798	138
Madison	217,960	139
Columbus, Ga.	215,632	140
Waco	215,119	141
Sarasota	212,834	142
Erie	211,973	143
Galveston - Texas City	210,300	144
Daytona Beach	210,177	145
Binghamton	208,500	146
Killeen - Temple	208,414	147
Lafayette, La.	208,051	148
Roanoke	207,681	149
Evansville	207,084	150
Total Top 150	**116,029,958**	
Jersey City	206,139	151
Johnstown	204,428	152
Atlantic City	199,458	153
Ann Arbor	198,554	154
Boise	195,414	155
Odessa	193,084	156
Joliet	192,483	157
Longview - Marshall	191,971	158
Savannah	191,691	159
Visalia - Tulare - Porterville	191,627	160
Salinas - Seaside - Monterey	190,956	161
Utica - Rome	189,754	162
Santa Rosa - Petaluma	187,544	163
Fort Smith	187,012	164
Montgomery	182,401	165
Appleton - Oshkosh - Neenah	180,874	166
South Bend - Mishawaka	178,471	167
Houma - Thibodaux	178,361	168
Fayetteville, N.C.	177,439	169
Portland, Me.	176,701	170
Trenton	175,795	171
Niagara Falls	175,359	172
McAllen - Edinburg - Mission	174,630	173
Boulder - Longmont	174,451	174
Salem, Ore.	169,432	175
Santa Barbara - Santa Maria - Lompoc	169,429	176
Elkhart - Goshen	164,926	177
Abilene	164,725	178
Tallahassee	163,662	179
Lake Charles	162,571	180
New London - Norwich	161,533	181
Lorain - Elyria	158,861	182
East St. Louis - Belleville	158,155	183
Rockford	158,014	184
Wichita Falls	157,424	185
Lincoln	157,369	186
Fort Pierce	156,876	187
San Angelo	155,840	188
Fort Collins - Loveland	154,978	189
Hickory	154,805	190
Casper	153,549	191
Orange County, N.Y.	152,951	192
Parkersburg - Marietta	152,466	193
Bradenton	152,041	194
Fargo - Moorhead	148,473	195
Billings	148,081	196
Topeka	147,861	197
Wheeling	146,927	198
Midland, Tex.	146,280	199
Modesto	145,293	200
Total Top 200	**124,587,077**	
Waterloo - Cedar Falls	145,025	201
Kalamazoo	144,843	202
Joplin	144,818	203
Gainesville	141,504	204
Anchorage	138,890	205
Asheville	138,754	206
Sharon	138,512	207
Provo - Orem	137,918	208
Yakima	137,571	209
Duluth	136,107	210
Monroe	135,328	211
Richland - Kennewick - Pasco	135,026	212
Huntsville	134,590	213
Cedar Rapids	130,881	214
Poughkeepsie	130,872	215
Sioux Falls	130,167	216
Athens	129,349	217
Hamilton - Middletown	129,279	218
Santa Cruz	129,082	219
Anderson, S.C.	127,924	220
Panama City	126,873	221
Tyler	125,456	222
Bangor	120,665	223
Medford	120,648	224
Lynchburg	117,987	225
Muncie	117,097	226
Springfield, Ill.	117,022	227
Victoria	116,668	228
Brownsville - Harlingen	114,590	229
Green Bay	113,384	230
Clarksville - Hopkinsville	113,212	231
Beaver County, Pa.	112,065	232
Williamsport	110,397	233
Brazoria	110,221	234
Terre Haute	108,389	235
Mansfield	107,859	236
Wilmington, N.C.	107,404	237
Anderson, Ind.	105,756	238
Lawton	102,781	239
Decatur	102,211	240
Biloxi - Gulfport	101,738	241
St. Cloud	101,540	242
Albany, Ga.	99,797	243
Altoona	99,785	244
Great Falls	99,692	245
Alexandria, La.	99,393	246
Fayetteville - Springdale	98,879	247
Rochester, Minn.	97,418	248
Pueblo	97,239	249
Texarkana	97,115	250
Total Top 250	**130,566,998**	
Jacksonville, N.C.	96,346	251
Benton Harbor	94,838	252
Champaign - Urbana - Rantoul	93,499	253
Fort Walton Beach	91,654	254
Florence, Ala.	91,632	255
Bryan - College Station	91,584	256
Bismarck	91,117	257
Florence, S.C.	90,104	258
Lima	89,945	259
Bloomington - Normal	88,425	260
Vancouver	88,341	261
Burlington, N.C.	88,047	262
Racine	87,880	263
Vineland - Millville - Bridgeton	87,608	264
Eau Claire	87,590	265
Bellingham	86,773	266
Danville, Va.	86,728	267
Enid	84,992	268
Redding	84,048	269
Columbia, Mo.	83,634	270
Dothan	83,089	271
Sioux City	82,187	272
Hagerstown	81,526	273
Ocala	81,406	274
Lewiston - Auburn	80,917	275
Steubenville - Weirton	80,700	276
Las Cruces	80,251	277
Kokomo	79,925	278
Dubuque	79,663	279
Charlottesville	78,955	280
Pittsfield	78,863	281
Sherman - Denison	78,861	282
Bremerton	78,328	283
Tuscaloosa	77,332	284
Muskegon	76,952	285
Chico	76,370	286
State College	75,947	287
St. Joseph	75,637	288
Pine Bluff	75,589	289
Janesville - Beloit	75,347	290
Jackson, Mich.	75,310	291
Kankakee	74,605	292
Grand Forks	73,525	293
Anniston	72,791	294
Olympia	72,445	295
Lafayette, Ind.	71,813	296
Greeley	71,669	297
Owensboro	71,418	298
Battle Creek	70,438	299
Burlington, Vt.	69,768	300
Laredo	66,089	301
Iowa City	65,046	302
Cumberland	64,821	303
Glens Falls	64,498	304
La Crosse	59,969	305
Elmira	58,697	306
Gadsden	57,372	307
Wausau	54,991	308
Sheboygan	51,145	309
Yuba City	51,134	310
Pascagoula	50,895	311
Bloomington, Ind.	49,183	312
Lawrence, Kans.	42,593	313
Kenosha	39,121	314
Total Above Areas	**135,428,964**	
Percent of U.S.	**78.4325**	
U.S. Total	**172,669,415**	

"I'll pull you out of the L.A. CPM soup in a 2nd."

–David W. Feldman, Director of Sales

S.S. L.A. HERALD

One in a series.

The cost of reaching Los Angeles through newspapers can make borscht out of your budget.

Sure, you can get off to a tasty start by buying L.A.'s "Big Gumbo." But that still leaves you hungry for the other 75% of L.A. County's households. You could add reach by ladling out more bucks to a potful of suburban papers, but their CPMs might bowl you over.

I've got a better answer. It's our "Herald L.A. County Group." One easy insertion order buys you the award-winning Los Angeles Herald—plus over 30 established Herald Community Newspapers.

LOS ANGELES HERALD

Our "Group" adds more than 23% penetration in L.A. County, with circulation of over 700,000—more than the six largest L.A. County suburban dailies combined. And our CPM? About 1/3 lower than the average cost of these same dailies.

If L.A.'s high CPMs have you going crackers, call me. I'll soup up your buy in a 2nd.

Send me something to help contain my CPM soup.

NAME__________ TITLE__________

COMPANY__________ PHONE__________

STREET__________

CITY__________ STATE_____ ZIP_____

For your free Soup Bowl, write: Soup Dept.,
Herald Examiner, P.O. Box 2416, Terminal Annex, Los Angeles, CA 90051
(Or send your business card.)

LOS ANGELES HERALD EXAMINER L.A. COUNTY GROUP ***L.A.'s 1st Rate 2nd Buy***

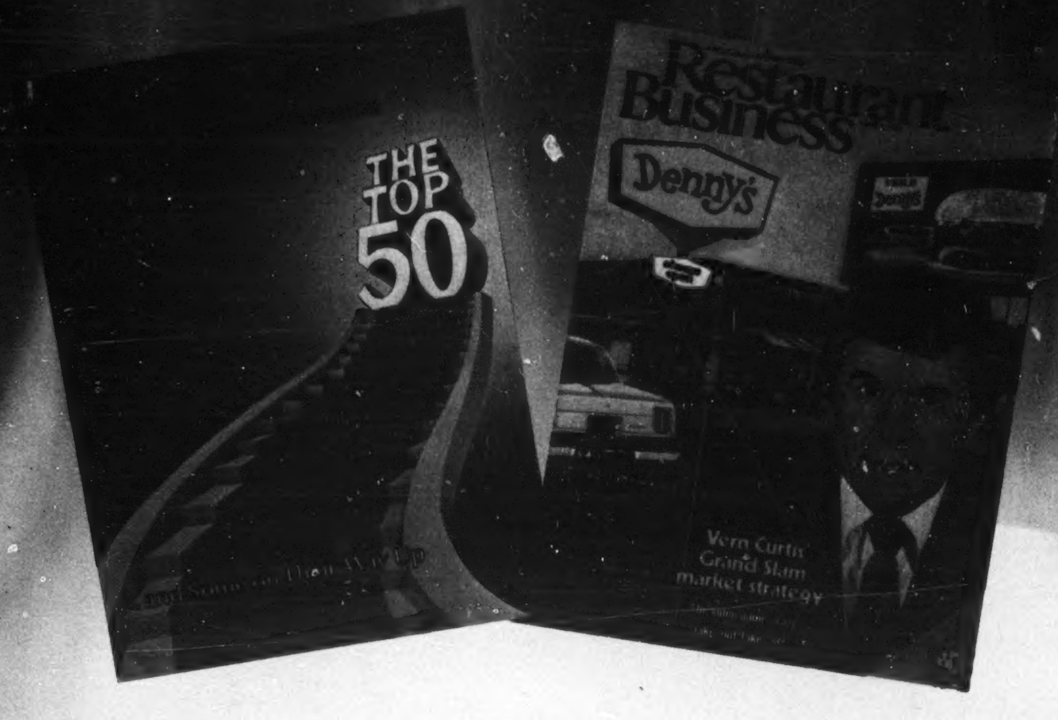
ABC annual audit. Herald Community Newspapers Circ. Dept. VAC. SRDS. CPM Basis: 1,000 line national rate. Represented by Hearst Advertising Service.

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	9,574,528	1
New York	8,444,342	2
Chicago	6,481,477	3
Detroit	5,387,849	4
Philadelphia	5,023,146	5
Boston - Lawrence - Salem - Lowell - Brockton	4,688,081	6
Houston	4,328,556	7
Washington	4,024,579	8
Nassau - Suffolk	3,319,033	9
Anaheim - Santa Ana	2,802,176	10
Baltimore	2,675,153	11
Dallas	2,493,889	12
Minneapolis - St. Paul	2,466,904	13
Newark	2,444,156	14
Atlanta	2,354,884	15
Pittsburgh	2,347,493	16
Seattle	2,306,024	17
Tampa - St. Petersburg - Clearwater	2,268,360	18
St. Louis	2,254,688	19
San Diego	2,244,371	20
San Francisco	2,240,581	21
Oakland	2,232,735	22
Cleveland	2,221,887	23
Denver	2,132,139	24
Phoenix	1,983,997	25
Miami - Hialeah	1,903,083	26
Riverside - San Bernardino	1,875,395	27
San Jose	1,788,102	28
Bergen - Passaic	1,754,833	29
New Orleans	1,727,931	30
Cincinnati	1,666,438	31
Milwaukee	1,662,789	32
Sacramento	1,627,409	33
Buffalo	1,409,234	34
Indianapolis	1,379,876	35
Columbus, Ohio	1,342,462	36
San Antonio	1,322,585	37
Hartford - New Britain - Middletown - Bristol	1,293,136	38
Louisville	1,254,540	39
Fort Lauderdale - Hollywood - Pompano Beach	1,233,770	40
Norfolk - Virginia Beach - Newport News	1,230,621	41
Monmouth - Ocean	1,219,362	42
Rochester, N.Y.	1,212,806	43
Portland, Ore.	1,197,374	44
Middlesex - Somerset - Hunterdon	1,193,096	45
Oklahoma City	1,173,503	46
Albany - Schenectady - Troy	1,118,534	47
Kansas City, Mo.	1,106,282	48
Memphis	1,045,330	49
Charlotte - Gastonia - Rock Hill	1,040,367	50
Total Top 50	**123,519,886**	
Fort Worth - Arlington	1,040,054	51
Nashville	1,026,099	52
Dayton - Springfield	1,017,586	53
Bridgeport - Stamford - Norwalk - Danbury	1,004,778	54
Birmingham	974,081	55
Syracuse	956,187	56
Springfield, Mass.	944,099	57
Tulsa	942,461	58
Salt Lake City - Ogden	938,101	59
Providence - Pawtucket - Woonsocket	922,662	60
Richmond - Petersburg	916,125	61
New Haven - Waterbury - Meriden	916,042	62
Orlando	902,444	63
Greensboro - Winston-Salem - High Point	874,585	64
Akron	874,284	65
Worcester - Fitchburg - Leominster	822,023	66
Scranton - Wilkes-Barre	800,188	67
Gary - Hammond	786,938	68
Allentown - Bethlehem	779,951	69
West Palm Beach - Boca Raton - Delray Beach	770,787	70
Oxnard - Ventura	767,966	71
Austin	752,890	72
Harrisburg - Lebanon - Carlisle	745,581	73
Jacksonville, Fla.	743,222	74
Toledo	740,106	75
Honolulu	737,369	76
Fresno	722,733	77
Tucson	715,604	78
Las Vegas	696,956	79
Omaha	674,465	80
Knoxville	636,448	81
Bakersfield	629,231	82
Baton Rouge	626,067	83
Greenville - Spartanburg	610,850	84
Jersey City	606,124	85
New Bedford - Fall River - Attleboro	604,645	86
Youngstown - Warren	593,764	87
Raleigh - Durham	575,212	88
Wilmington, Del.	563,976	89
Kansas City, Kans.	551,143	90
Beaumont - Port Arthur	551,116	91
Canton	544,245	92
Little Rock - North Little Rock	535,661	93
El Paso	530,507	94
Des Moines	523,572	95
Lake County, Ill.	508,012	96
Tacoma	497,128	97
Saginaw - Bay City - Midland	492,423	98
Johnson City - Kingsport - Bristol	492,403	99
Flint	492,337	100
Total Top 100	**160,192,117**	
Albuquerque	485,283	101
Santa Rosa - Petaluma	482,623	102
Portsmouth - Dover - Rochester	477,009	103
Atlantic City	462,268	104
Chattanooga	459,542	105
Lexington-Fayette	457,682	106
Stockton	456,829	107
Corpus Christi	453,461	108
Wichita	447,275	109
Orange County, N.Y.	435,893	110
Trenton	427,128	111
Utica - Rome	424,814	112
Vallejo - Fairfield - Napa	421,115	113
York	420,875	114
Peoria	420,767	115
Davenport - Rock Island - Moline	416,339	116
Mobile	415,391	117
Jackson, Miss.	413,442	118
Spokane	408,206	119
Anchorage	408,105	120
Lancaster	407,374	121
Huntington - Ashland	404,886	122
Grand Rapids	404,425	123
Columbia, S.C.	399,764	124
Manchester - Nashua	387,011	125
Santa Barbara - Santa Maria - Lompoc	381,464	126
Lansing - East Lansing	380,518	127
Charleston, S.C.	379,772	128
Fort Wayne	376,517	129
Poughkeepsie	370,360	130
Aurora - Elgin	369,620	131
Lakeland - Winter Haven	368,375	132
Charleston, W.Va.	367,381	133
Colorado Springs	357,447	134
McAllen - Edinburg - Mission	355,813	135
Modesto	353,849	136
Galveston - Texas City	350,686	137
Salinas - Seaside - Monterey	343,561	138
Augusta	342,078	139
Shreveport	337,389	140
Eugene - Springfield	332,997	141
Binghamton	331,504	142
Visalia - Tulare - Porterville	327,644	143
Madison	325,191	144
Reading	324,479	145
Alton - Granite City	323,557	146
Evansville	312,084	147
Fort Myers	308,914	148
Joliet	308,823	149
Portland, Me.	306,914	150
Total Top 150	**179,626,561**	
Hamilton - Middletown	306,862	151
Amarillo	300,690	152
Melbourne - Titusville - Palm Bay	300,398	153
Sarasota	298,545	154
Pensacola	296,015	155
Rockford	293,582	156
Appleton - Oshkosh - Neenah	293,449	157
Daytona Beach	292,485	158
Lubbock	290,996	159
Lorain - Elyria	289,702	160
Santa Cruz	287,612	161
Roanoke	285,882	162
Reno	282,507	163
Macon - Warner Robins	279,269	164
Niagara Falls	274,850	165
New London - Norwich	273,713	166
Lake Charles	273,157	167
Boise	271,493	168
East St. Louis - Belleville	271,196	169
Duluth	269,178	170
Brazoria	266,506	171
South Bend - Mishawaka	265,990	172
Brownsville - Harlingen	265,574	173
Boulder - Longmont	261,632	174
Johnstown	258,298	175
Houma - Thibodaux	255,499	176
Montgomery	251,820	177
Longview - Marshall	251,571	178
Lafayette, La.	250,357	179
Richland - Kennewick - Pasco	248,387	180
Pittsfield	247,145	181
Springfield, Mo.	245,050	182
Springfield, Ill.	244,342	183
Savannah	242,393	184
Waco	239,310	185
Erie	238,930	186
Lincoln	230,877	187
Biloxi - Gulfport	222,851	188
Parkersburg - Marietta	220,105	189
Wheeling	219,652	190
Odessa	219,395	191
Beaver County, Pa.	218,589	192
Salem, Ore.	217,374	193
Killeen - Temple	212,405	194
Vineland - Millville - Bridgeton	212,310	195
Fort Smith	211,336	196
Tallahassee	207,087	197
Ann Arbor	201,298	198
Chico	200,770	199
Yakima	199,579	200
Total Top 200	**192,384,574**	
Columbus, Ga.	198,478	201
Tyler	198,086	202
Benton Harbor	198,049	203
Topeka	194,976	204
Gainesville	194,968	205
Bremerton	192,675	206
Bangor	192,522	207
Cedar Rapids	191,398	208
Fort Pierce	191,199	209
Hickory	191,045	210
Fayetteville, N.C.	190,750	211
Bradenton	190,148	212
Green Bay	189,490	213
Racine	188,469	214
Redding	185,545	215
Huntsville	184,596	216
Vancouver	183,640	217
Waterloo - Cedar Falls	183,594	218
Provo - Orem	183,312	219
Champaign - Urbana - Rantoul	182,412	220
Fort Collins - Loveland	182,178	221
Kalamazoo	181,896	222
Steubenville - Weirton	181,708	223
Medford	178,932	224
Glens Falls	178,024	225
Billings	176,505	226
Elkhart - Goshen	175,728	227
Altoona	173,287	228
Asheville	172,531	229
Lynchburg	167,688	230
Texarkana	165,849	231
Olympia	165,495	232
Janesville - Beloit	164,332	233
Sioux City	162,729	234
Florence, Ala.	162,447	235
Lima	159,157	236
Abilene	156,479	237
Fargo - Moorhead	155,876	238
Wichita Falls	155,786	239
Anderson, S.C.	154,142	240
Joplin	153,571	241
Ocala	151,766	242
Monroe	149,787	243
Pueblo	149,130	244
Burlington, Vt.	146,342	245
State College	145,468	246
Midland, Tex.	145,171	247
Decatur	143,807	248
Williamsport	143,216	249
Pascagoula	142,737	250
Total Top 250	**201,031,490**	
Terre Haute	142,594	251
Mansfield	141,438	252
Casper	141,212	253
Sharon	141,179	254
Anderson, Ind.	140,160	255
San Angelo	138,699	256
Laredo	136,976	257
Alexandria, La.	136,807	258
Muncie	136,014	259
Bloomington - Normal	135,730	260
Wilmington, N.C.	132,766	261
Danville, Va.	132,404	262
Charlottesville	131,525	263
Clarksville - Hopkinsville	131,248	264
Sioux Falls	130,563	265
Anniston	127,476	266
Tuscaloosa	126,573	267
Hagerstown	126,202	268
Lewiston - Auburn	122,217	269
Lafayette, Ind.	121,796	270
Yuba City	121,610	271
Greeley	120,837	272
Dothan	119,994	273
Bellingham	119,598	274
Kenosha	118,741	275
Sheboygan	118,519	276
Elmira	118,518	277
Athens	116,875	278
Columbia, Mo.	115,564	279
St. Cloud	114,435	280
Kokomo	114,315	281
Burlington, N.C.	113,736	282
Fayetteville - Springdale	112,932	283
Rochester, Minn.	112,521	284
Eau Claire	111,272	285
Sherman - Denison	110,864	286
Wausau	110,419	287
Florence, S.C.	109,138	288
Owensboro	108,949	289
Victoria	107,887	290
Lawton	107,033	291
St. Joseph	106,497	292
Fort Walton Beach	106,425	293
Cumberland	106,227	294
Dubuque	105,958	295
Muskegon	105,712	296
Iowa City	103,797	297
Jackson, Mich.	102,586	298
Great Falls	101,754	299
Kankakee	101,325	300
Bloomington, Ind.	100,321	301
Gadsden	98,600	302
Battle Creek	96,796	303
Las Cruces	96,186	304
Bismarck	96,178	305
Albany, Ga.	95,748	306
Panama City	90,490	307
La Crosse	87,880	308
Enid	87,697	309
Pine Bluff	85,314	310
Bryan - College Station	82,015	311
Jacksonville, N.C.	55,668	312
Lawrence, Kans.	55,256	313
Grand Forks	53,786	314
Total Above Areas	**208,231,242**	
Percent of U.S.	**77.5962**	
U.S. Total	**268,352,498**	

HOT STUFF

1,560,000 EXTRA SALES CALLS



Only Restaurant Business and Institutional Distribution Magazines can give you the two-fisted power of push-pull selling in the foodservice industry

Meet Institutional Distribution...monthly must-reading for 30,000 middlemen—the 30,000 foodservice pros who move your products into the kitchens of 508,000 eating places in this country.

Now if your own sales force managed to call directly on all 508,000 restaurants and bars...Congratulations.

But they didn't. Because you can't afford it. Distributors can and do. They call on Joe's Pizza with his one little oven. And they call on The Colonel with his army of 5,000 units.

We call on those distributors once a month. Every month.

Institutional Distribution. We're covering the middle when you're not.

Meet Restaurant Business...written for and read by 80,000 foodservice pros whose business is restaurants.

Think of us as the restaurateur's survival kit issued fifteen times a year. Restaurant Business goes beyond industry news and chatter...RB delivers the meaty stuff...the stuff that keeps restaurant operations in the black. Or red.

We cover the whole mix—merchandising to menus...advertising to accessories.

Restaurant Business. Written for your final prospect—the one that gets products out of the package and onto the plate.

A closing thought on applied physics and marketing: Discover push-pull selling in foodservice. ID pushing your product...RB pulling it through.

**PUBLISHED BY RESTAURANT BUSINESS, INC. • A SUBSIDIARY OF BILL COMMUNICATIONS.
633 THIRD AVENUE, NEW YORK, NY 10017 • (212) 986-4800**

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	4,279,717	1
New York	3,777,118	2
Chicago	3,268,506	3
Boston - Lawrence - Salem - Lowell - Brockton	2,302,334	4
Detroit	2,223,403	5
Philadelphia	2,041,438	6
Washington	1,888,743	7
Houston	1,775,585	8
San Francisco	1,377,224	9
Seattle	1,373,991	10
Anaheim - Santa Ana	1,357,780	11
Dallas	1,307,293	12
Minneapolis - St. Paul	1,291,640	13
Atlanta	1,234,081	14
Nassau - Suffolk	1,158,252	15
San Diego	1,090,365	16
Baltimore	1,061,947	17
St. Louis	1,044,074	18
Pittsburgh	964,371	19
Miami - Hialeah	941,124	20
Oakland	919,616	21
Tampa - St. Petersburg - Clearwater	871,336	22
Cleveland	859,367	23
San Jose	838,607	24
Denver	833,056	25
Portland, Ore.	805,082	26
Milwaukee	794,135	27
Fort Lauderdale - Hollywood - Pompano Beach	784,114	28
Newark	780,512	29
Riverside - San Bernardino	761,964	30
Phoenix	730,636	31
Bergen - Passaic	694,817	32
Cincinnati	687,832	33
Sacramento	679,270	34
Fort Worth - Arlington	655,397	35
Honolulu	649,364	36
Columbus, Ohio	620,626	37
New Orleans	604,014	38
Indianapolis	593,967	39
Norfolk - Virginia Beach - Newport News	582,160	40
Hartford - New Britain - Middletown - Bristol	578,310	41
Kansas City, Mo.	566,865	42
Louisville	551,995	43
San Antonio	542,181	44
Buffalo	526,079	45
Orlando	475,359	46
Oklahoma City	462,935	47
Rochester, N.Y.	446,271	48
Nashville	430,271	49
Monmouth - Ocean	419,611	50
Total Top 50	**55,504,735**	
Middlesex - Somerset - Hunterdon	414,598	51
Dayton - Springfield	400,420	52
Bridgeport - Stamford - Norwalk - Danbury	399,718	53
Albany - Schenectady - Troy	396,778	54
West Palm Beach - Boca Raton - Delray Beach	386,504	55
Charlotte - Gastonia - Rock Hill	385,952	56
Greensboro - Winston-Salem - High Point	378,335	57
New Haven - Waterbury - Meriden	377,243	58
Omaha	368,669	59
Providence - Pawtucket - Woonsocket	362,413	60
Austin	355,412	61
Richmond - Petersburg	353,607	62
Birmingham	351,224	63
Memphis	340,440	64
Jacksonville, Fla.	331,230	65
Gary - Hammond	329,908	66
Grand Rapids	319,314	67
Toledo	316,632	68
Syracuse	310,827	69
Akron	307,308	70
Las Vegas	304,781	71
Kansas City, Kans.	288,134	72
Wichita	283,675	73
Worcester - Fitchburg - Leominster	280,905	74
Springfield, Mass.	280,220	75
Allentown - Bethlehem	277,781	76
Tulsa	276,396	77
Raleigh - Durham	273,479	78
Salt Lake City - Ogden	273,455	79
Scranton - Wilkes-Barre	265,792	80
Greenville - Spartanburg	263,829	81
Atlantic City	263,739	82
Harrisburg - Lebanon - Carlisle	263,264	83
Knoxville	250,747	84
Tacoma	250,265	85
Oxnard - Ventura	245,621	86
Fresno	240,965	87
Lake County, Ill.	239,321	88
Madison	233,541	89
New Bedford - Fall River - Attleboro	229,328	90
Albuquerque	227,681	91
Des Moines	226,029	92
Saginaw - Bay City - Midland	225,823	93
Bakersfield	217,623	94
Lansing - East Lansing	216,574	95
Davenport - Rock Island - Moline	215,441	96
Fort Wayne	211,946	97
Flint	208,965	98
Santa Barbara - Santa Maria - Lompoc	208,290	99
Wilmington, Del.	203,164	100
Total Top 100	**70,138,041**	
Spokane	202,246	101
Anchorage	200,619	102
Beaumont - Port Arthur	199,496	103

Area	($000)	Rank
Youngstown - Warren	197,524	104
El Paso	193,730	105
Tucson	192,208	106
Little Rock - North Little Rock	189,403	107
Peoria	187,481	108
Columbia, S.C.	181,794	109
Salinas - Seaside - Monterey	180,045	110
Lexington-Fayette	179,443	111
Jersey City	175,688	112
Charleston, S.C.	173,316	113
Canton	173,110	114
Baton Rouge	173,025	115
Daytona Beach	170,824	116
Santa Rosa - Petaluma	169,502	117
Vallejo - Fairfield - Napa	169,383	118
Portsmouth - Dover - Rochester	168,158	119
Mobile	166,060	120
Aurora - Elgin	165,849	121
Stockton	164,306	122
Sarasota	161,492	123
Eugene - Springfield	160,731	124
Jackson, Miss.	151,977	125
Evansville	148,654	126
Manchester - Nashua	147,143	127
Ann Arbor	147,116	128
Utica - Rome	146,114	129
Chattanooga	146,007	130
Melbourne - Titusville - Palm Bay	145,685	131
Lancaster	144,297	132
Johnson City - Kingsport - Bristol	142,406	133
Lakeland - Winter Haven	141,288	134
Salem, Ore.	138,895	135
Pensacola	138,662	136
Augusta	138,615	137
Corpus Christi	136,869	138
Reno	136,761	139
York	136,374	140
Appleton - Oshkosh - Neenah	135,971	141
South Bend - Mishawaka	135,365	142
Amarillo	133,520	143
Trenton	133,245	144
Rockford	133,122	145
Portland, Me.	130,625	146
Shreveport	130,291	147
Joliet	129,907	148
Lubbock	126,850	149
Reading	126,399	150
Total Top 150	**78,025,632**	
East St. Louis - Belleville	125,596	151
Modesto	125,155	152
Springfield, Mo.	124,426	153
Fort Myers	123,757	154
Duluth	123,729	155
Alton - Granite City	121,148	156
Montgomery	120,686	157
Colorado Springs	120,444	158
Lincoln	120,335	159
Savannah	116,494	160
Kalamazoo	114,794	161
Champaign - Urbana - Rantoul	114,378	162
Niagara Falls	114,261	163
Charleston, W.Va.	113,795	164
New London - Norwich	113,728	165
Santa Cruz	113,174	166
Macon - Warner Robins	111,985	167
Binghamton	111,630	168
Erie	111,179	169
Huntsville	108,746	170
Boise	106,445	171
Huntington - Ashland	104,871	172
Roanoke	104,295	173
Fargo - Moorhead	102,800	174
Tallahassee	101,117	175
Gainesville	101,061	176
Vancouver	100,640	177
Galveston - Texas City	97,101	178
Bradenton	97,031	179
Boulder - Longmont	96,964	180
Odessa	96,347	181
Green Bay	95,976	182
Springfield, Ill.	95,910	183
Richland - Kennewick - Pasco	94,710	184
Cedar Rapids	92,841	185
Orange County, N.Y.	91,949	186
Topeka	90,721	187
Columbus, Ga.	90,116	188
Hamilton - Middletown	89,169	189
Lafayette, La.	87,320	190
Houma - Thibodaux	87,274	191
Poughkeepsie	87,170	192
Wheeling	86,661	193
Biloxi - Gulfport	86,579	194
Bellingham	86,521	195
Fayetteville, N.C.	85,376	196
Waco	82,952	197
Yakima	81,831	198
Elkhart - Goshen	81,614	199
Waterloo - Cedar Falls	79,892	200
Total Top 200	**83,168,226**	
Lorain - Elyria	79,091	201
Eau Claire	78,324	202
Visalia - Tulare - Porterville	75,682	203
Killeen - Temple	75,527	204
Panama City	75,508	205
Fort Smith	75,413	206
Benton Harbor	75,033	207
Sioux Falls	74,863	208
Johnstown	74,638	209
McAllen - Edinburg - Mission	74,223	210
Asheville	73,553	211

Area	($000)	Rank
Racine	73,508	212
Pittsfield	73,225	213
Battle Creek	72,596	214
Fort Collins - Loveland	72,546	215
Fort Pierce	71,866	216
Hickory	71,462	217
Burlington, Vt.	71,067	218
Longview - Marshall	71,037	219
La Crosse	70,923	220
Medford	70,721	221
Brownsville - Harlingen	70,073	222
Chico	69,415	223
Fort Walton Beach	67,672	224
Lafayette, Ind.	67,190	225
Bloomington - Normal	67,083	226
St. Cloud	66,669	227
Wichita Falls	65,674	228
Terre Haute	64,815	229
Parkersburg - Marietta	64,707	230
Olympia	64,464	231
Lake Charles	63,554	232
Decatur	63,537	233
Glens Falls	63,444	234
Muskegon	63,160	235
Muncie	62,946	236
Ocala	62,892	237
Lima	62,670	238
Beaver County, Pa.	62,621	239
Columbia, Mo.	62,525	240
Janesville - Beloit	62,354	241
Bremerton	62,195	242
Brazoria	62,168	243
Joplin	60,556	244
Sioux City	60,474	245
Billings	59,914	246
Tyler	59,615	247
Wilmington, N.C.	58,602	248
Anderson, Ind.	58,585	249
Rochester, Minn.	57,426	250
Total Top 250	**86,556,132**	
Athens	57,422	251
Altoona	56,402	252
Iowa City	56,381	253
Bangor	55,813	254
Abilene	55,337	255
Bryan - College Station	54,657	256
Dubuque	53,849	257
Clarksville - Hopkinsville	53,104	258
St. Joseph	53,005	259
Mansfield	52,815	260
Kenosha	52,674	261
Kankakee	52,382	262
Jackson, Mich.	52,195	263
Tuscaloosa	51,446	264
Steubenville - Weirton	50,128	265
Bismarck	49,494	266
Kokomo	49,305	267
Lewiston - Auburn	48,590	268
Vineland - Millville - Bridgeton	48,277	269
Redding	47,819	270
Pueblo	47,705	271
Casper	47,402	272
Texarkana	46,894	273
San Angelo	46,415	274
Sharon	45,873	275
Bloomington, Ind.	45,653	276
State College	45,375	277
Monroe	44,961	278
Charlottesville	44,897	279
Fayetteville - Springdale	44,693	280
Great Falls	44,375	281
Midland, Tex.	43,886	282
Lynchburg	43,821	283
Anniston	43,741	284
Dothan	43,680	285
Provo - Orem	43,612	286
Florence, Ala.	42,024	287
Hagerstown	41,933	288
Wausau	41,915	289
Yuba City	41,884	290
Anderson, S.C.	41,096	291
Owensboro	40,943	292
Grand Forks	40,826	293
Sheboygan	40,721	294
Victoria	39,614	295
Jacksonville, N.C.	39,369	296
Laredo	38,904	297
Burlington, N.C.	38,150	298
Las Cruces	38,123	299
Albany, Ga.	37,802	300
Greeley	37,320	301
Gadsden	37,234	302
Pascagoula	37,007	303
Alexandria, La.	36,014	304
Cumberland	35,911	305
Williamsport	35,875	306
Enid	35,268	307
Lawton	34,029	308
Florence, S.C.	33,185	309
Lawrence, Kans.	32,663	310
Danville, Va.	31,861	311
Elmira	31,850	312
Sherman - Denison	29,396	313
Pine Bluff	21,906	314
Total Above Areas	**89,363,033**	
Percent of U.S.	**83.1410**	
U.S. Total	**107,483,762**	

When you know the facts, you know the difference.

#1

When you want to reach Arkansas, go with the leader. The Arkansas Gazette has nearly twice the circulation of any other Arkansas newspaper. The Gazette carries more advertising than any other Arkansas newspaper, including over 45% more preprinted inserts annually.

And with the inclusion of Lonoke and Faulkner Counties in the Little Rock-North Little Rock metro area, the Gazette will dominate in an even larger market.

When you want to reach Arkansas, reach for the Gazette.

Arkansas Gazette.

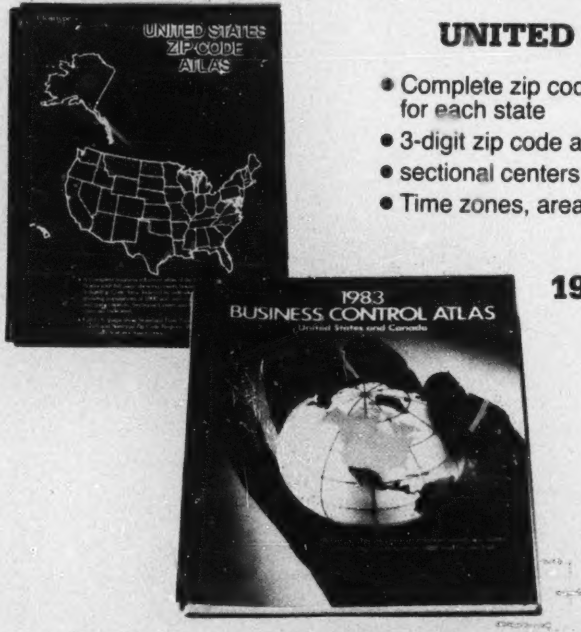
Nearly twice the circulation.

(501) 371-3700

Represented Nationally by Sawyer-Ferguson-Walker C. Thomas Griffin, Advertising Director Henry Boerner, National Advertising Manager

Atlases from B. Dalton and American Map Corporation

— a must for anyone in sales, marketing, distribution, & transportation.



UNITED STATES ZIP CODE ATLAS

$11.95

- Complete zip code atlas of the entire U.S. with full page map for each state
- 3-digit zip code areas for states and towns over 1000 people
- sectional centers and multi-coded cities indicated
- Time zones, area codes, national zip code regions

1983 BUSINESS CONTROLS ATLAS

United States and Canada

$16.95

- full page map, index, and latest population figures for each state
- based on 1980 Federal Census
- mileage charts
- zip codes, area codes, time zones
- durable laminated binding

People who know books know

B. Dalton

BOOKSELLER

Available at selected B. Dalton Booksellers nationwide. Check your Yellow Pages.

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	4,578,845	1
Chicago	3,970,967	2
New York	3,770,905	3
Detroit	3,064,023	4
Houston	2,830,468	5
Washington	2,606,464	6
Boston - Lawrence - Salem - Lowell - Brockton	2,430,309	7
Philadelphia	2,400,331	8
Minneapolis - St. Paul	1,967,134	9
Atlanta	1,880,553	10
Anaheim - Santa Ana	1,674,836	11
Nassau - Suffolk	1,615,996	12
San Diego	1,556,510	13
Pittsburgh	1,534,960	14
Dallas	1,519,115	15
St. Louis	1,406,343	16
Cleveland	1,393,890	17
Portland, Ore.	1,387,085	18
Miami - Hialeah	1,295,979	19
Baltimore	1,271,095	20
Oakland	1,221,015	21
Tampa - St. Petersburg - Clearwater	1,218,031	22
Denver	1,165,957	23
Riverside - San Bernardino	1,153,635	24
Seattle	1,151,900	25
San Jose	1,110,126	26
San Francisco	1,102,932	27
Cincinnati	1,057,000	28
Bergen - Passaic	1,032,346	29
Milwaukee	1,017,881	30
Columbus, Ohio	925,401	31
Phoenix	911,812	32
Indianapolis	870,236	33
Fort Lauderdale - Hollywood - Pompano Beach	843,780	34
Fort Worth - Arlington	839,125	35
Kansas City, Mo.	829,108	36
Sacramento	806,045	37
Honolulu	803,099	38
San Antonio	802,609	39
Salt Lake City - Ogden	800,320	40
Norfolk - Virginia Beach - Newport News	766,385	41
Dayton - Springfield	742,245	42
Grand Rapids	739,782	43
Louisville	718,966	44
Buffalo	717,692	45
New Orleans	708,231	46
Nashville	684,637	47
Richmond - Petersburg	641,075	48
Memphis	625,477	49
Oklahoma City	614,890	50
Total Top 50	**70,777,546**	
Birmingham	598,625	51
Hartford - New Britain - Middletown - Bristol	595,709	52
Charlotte - Gastonia - Rock Hill	581,737	53
Newark	571,549	54
Flint	563,692	55
Kansas City, Kans.	549,339	56
Orlando	543,764	57
Tulsa	527,647	58
Rochester, N.Y.	525,852	59
West Palm Beach - Boca Raton - Delray Beach	520,363	60
Knoxville	498,648	61
Middlesex - Somerset - Hunterdon	483,592	62
Greensboro - Winston-Salem - High Point	472,269	63
Bridgeport - Stamford - Norwalk - Danbury	467,619	64
Providence - Pawtucket - Woonsocket	464,277	65
Toledo	462,882	66
Baton Rouge	456,971	67
New Haven - Waterbury - Meriden	454,102	68
Austin	448,748	69
Omaha	447,421	70
Jacksonville, Fla.	445,180	71
Lansing - East Lansing	427,038	72
Youngstown - Warren	420,232	73
Worcester - Fitchburg - Leominster	417,979	74
Albany - Schenectady - Troy	414,619	75
Monmouth - Ocean	408,309	76
Las Vegas	403,143	77
Allentown - Bethlehem	388,910	78
Wilmington, Del.	388,020	79
Little Rock - North Little Rock	385,026	80
Akron	380,471	81
Scranton - Wilkes-Barre	377,851	82
Mobile	374,777	83
Raleigh - Durham	372,042	84
Wichita	366,433	85
Des Moines	364,846	86
Saginaw - Bay City - Midland	358,908	87
Kalamazoo	357,701	88
Gary - Hammond	353,280	89
Greenville - Spartanburg	348,052	90
New Bedford - Fall River - Attleboro	337,621	91
Davenport - Rock Island - Moline	330,003	92
Lexington-Fayette	329,157	93
El Paso	324,236	94
Harrisburg - Lebanon - Carlisle	323,862	95
Tucson	322,963	96
Albuquerque	322,822	97
Oxnard - Ventura	322,449	98
Peoria	314,548	99
Lake County, Ill.	309,661	100
Total Top 100	**92,002,493**	
Ann Arbor	308,905	101
Springfield, Mass.	308,898	102
Aurora - Elgin	306,996	103
Johnson City - Kingsport - Bristol	304,309	104
Chattanooga	303,248	105
Fresno	298,377	106
Beaumont - Port Arthur	290,533	107
Fort Wayne	289,599	108
Tacoma	287,722	109
Charleston, W.Va.	282,302	110
Columbia, S.C.	274,668	111
Jackson, Miss.	271,198	112
Canton	269,347	113
Syracuse	267,919	114
East St. Louis - Belleville	267,054	115
Salem, Ore.	250,717	116
Charleston, S.C.	245,301	117
Shreveport	242,800	118
Rockford	240,908	119
Anchorage	238,992	120
Montgomery	237,178	121
Spokane	236,007	122
Eugene - Springfield	232,175	123
Pensacola	231,435	124
Huntington - Ashland	225,692	125
McAllen - Edinburg - Mission	214,189	126
Augusta	213,739	127
Corpus Christi	210,378	128
Madison	210,260	129
Reading	205,659	130
Portland, Me.	203,434	131
Melbourne - Titusville - Palm Bay	202,623	132
Bakersfield	202,591	133
Roanoke	199,532	134
Stockton	196,891	135
Lakeland - Winter Haven	191,136	136
South Bend - Mishawaka	190,162	137
Colorado Springs	189,466	138
Trenton	188,599	139
York	188,301	140
Modesto	187,985	141
Reno	187,617	142
Jackson, Mich.	135,949	143
Daytona Beach	185,213	144
Cedar Rapids	182,013	145
Manchester - Nashua	177,616	146
Fayetteville, N.C.	176,769	147
Lorain - Elyria	176,284	148
Fort Myers	175,389	149
Muskegon	175,334	150
Total Top 150	**103,531,902**	
Springfield, Ill.	172,845	151
Evansville	171,802	152
Macon - Warner Robins	171,717	153
Parkersburg - Marietta	171,348	154
Springfield, Mo.	168,581	155
Huntsville	167,536	156
Erie	167,236	157
Johnstown	166,674	158
Santa Rosa - Petaluma	165,898	159
Lancaster	163,902	160
Lubbock	163,822	161
Appleton - Oshkosh - Neenah	162,796	162
Amarillo	162,187	163
Lincoln	160,912	164
Duluth	159,129	165
Columbus, Ga.	158,794	166
Portsmouth - Dover - Rochester	157,452	167
Brownsville - Harlingen	156,010	168
Utica - Rome	155,214	169
Vallejo - Fairfield - Napa	152,313	170
Lafayette, La.	152,161	171
Green Bay	151,690	172
Santa Barbara - Santa Maria - Lompoc	151,213	173
Niagara Falls	150,924	174
Beaver County, Pa.	150,386	175
Odessa	148,792	176
Billings	145,960	177
Biloxi - Gulfport	144,968	178
Poughkeepsie	143,917	179
Orange County, N.Y.	143,143	180
Sarasota	142,983	131
Joliet	141,461	182
Atlantic City	140,441	183
Battle Creek	139,919	184
Fort Smith	138,999	185
Visalia - Tulare - Porterville	138,721	186
Lima	136,785	187
Wheeling	132,704	188
Champaign - Urbana - Rantoul	131,913	189
Salinas - Seaside - Monterey	131,105	190
Bradenton	130,767	191
Savannah	130,725	192
Janesville - Beloit	128,358	193
Houma - Thibodaux	127,494	194
Provo - Orem	127,099	195
Alton - Granite City	126,764	196
Tallahassee	126,759	197
Binghamton	125,780	198
New London - Norwich	122,889	199
Lafayette, Ind.	122,813	200
Total Top 200	**110,935,703**	
Decatur	122,563	201
Topeka	122,255	202
Terre Haute	120,948	203
Tyler	120,781	204
Jersey City	119,780	205
Fargo - Moorhead	119,495	206
Boise	119,179	207
Sioux Falls	118,978	208
Monroe	118,000	209
Gainesville	116,544	210
Fayetteville - Springdale	116,532	211
Laredo	116,016	212
Waterloo - Cedar Falls	115,970	213
Asheville	115,076	214
Tuscaloosa	113,169	215
Eau Claire	112,059	216
Florence, Ala.	110,790	217
Clarksville - Hopkinsville	110,143	218
Waco	110,142	219
Mansfield	109,398	220
Longview - Marshall	109,153	221
Richland - Kennewick - Pasco	108,992	222
Wichita Falls	107,145	223
Vancouver	104,987	224
Alexandria, La.	101,660	225
Pittsfield	101,028	226
Altoona	100,910	227
Dubuque	98,737	228
Fort Walton Beach	97,322	229
Santa Cruz	96,555	230
Brazoria	95,924	231
Yakima	95,861	232
Hamilton - Middletown	95,615	233
Elkhart - Goshen	95,143	234
Panama City	94,432	235
Lynchburg	93,236	236
Steubenville - Weirton	93,201	237
Killeen - Temple	93,139	238
St. Cloud	93,106	239
Burlington, Vt.	92,837	240
Bangor	92,374	241
Lake Charles	92,257	242
Joplin	91,928	243
Medford	91,576	244
Benton Harbor	91,152	245
Hickory	90,411	246
Sioux City	89,889	247
Dothan	89,724	248
Rochester, Minn.	87,897	249
Wilmington, N.C.	87,552	250
Total Top 250	**116,137,264**	
Galveston - Texas City	87,182	251
Pueblo	85,592	252
St. Joseph	85,513	253
Anderson, Ind.	85,255	254
Racine	84,650	255
Gadsden	84,574	256
Fort Collins - Loveland	84,236	257
Hagerstown	83,861	258
La Crosse	82,745	259
Kokomo	82,259	260
Pascagoula	81,564	261
Columbia, Mo.	80,877	262
Anderson, S.C.	79,915	263
Bellingham	79,783	264
Great Falls	78,432	265
Bloomington - Normal	78,103	266
Owensboro	77,826	267
Abilene	76,939	268
Muncie	76,419	269
Bismarck	75,447	270
Anniston	75,130	271
Florence, S.C.	74,044	272
Albany, Ga.	72,301	273
Sharon	71,857	274
Sheboygan	69,626	275
Boulder - Longmont	69,610	276
Victoria	69,314	277
Texarkana	68,942	278
Fort Pierce	68,353	279
Lewiston - Auburn	67,845	280
San Angelo	67,324	281
Athens	66,724	282
Lawton	65,895	283
Pine Bluff	64,286	284
Elmira	63,486	285
Bremerton	63,450	286
Charlottesville	62,099	287
Kankakee	62,053	288
Bryan - College Station	61,851	289
Kenosha	60,668	290
Ocala	59,760	291
Greeley	59,263	292
Wausau	58,514	293
Olympia	57,322	294
Redding	56,534	295
Sherman - Denison	56,534	295
Cumberland	55,870	297
State College	55,472	298
Chico	55,368	299
Iowa City	54,590	300
Burlington, N.C.	52,726	301
Bloomington, Ind.	52,243	302
Vineland - Millville - Bridgeton	52,011	303
Williamsport	50,125	304
Midland, Tex.	48,997	305
Danville, Va.	46,524	306
Casper	45,694	307
Las Cruces	45,055	308
Glens Falls	41,002	309
Enid	38,152	310
Lawrence, Kans.	37,709	311
Jacksonville, N.C.	37,177	312
Grand Forks	36,994	313
Yuba City	29,733	314
Total Above Areas	**120,296,663**	
Percent of U.S.	**86.1390**	
U.S. Total	**139,654,045**	

$60 billion Effective Buying Income

Fifth largest ADI.

The San Francisco ADI, has more people than 36 states and more land than the state of Connecticut. It's a massive market, representing over $60 billion in Effective Buying Income and $27 billion in retail sales, ranking it fifth nationally in both categories.

And, just one media buy—the San Francisco Chronicle and San Francisco Examiner—can bring your message to this vast and varied group of consumers, including:

75% of Marin County, California's highest per capita EBI

70% of San Mateo County, California's second highest per capita EBI

83% of San Francisco

55% of Northern Santa Clara County

44% of the 1.3 million East Bay adult residents

We reach 563,670 households—19,764 more than last year. So include the San Francisco Newspapers in your advertising plans. With a single buy, you get it all.

Sources: ABC Audits Sept. 1981 and 1982; Survey of Buying Power Data Service, 1982; The San Francisco Market/Scarborough Research, 1981 (5 issue reach).

1 buy • 2 papers • 3 times the circulation of any other Northern California newspaper.

San Francisco Chronicle
San Francisco Examiner

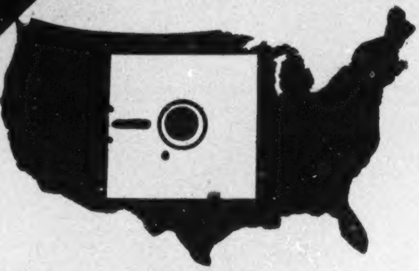
San Francisco Newspaper Agency

Agent of
San Francisco Chronicle/
San Francisco Examiner/
San Francisco Sunday
Examiner & Chronicle
925 Mission Street,
San Francisco, CA 94103

Represented nationally by Sawyer-Ferguson-Walker.

NEW REVISED AND EXPANDED

MICROMARKETS II™



Demographic Data Base for IBM® and Apple® Microcomputers

NEW FEATURES

- **More Data**
  34 demographic and retail sales variables for each state and the 50 largest metro areas; 12 key variables for the 200 largest metro areas.
- **Current Estimates**
  Census data from 1980 and 1983 estimates from **MARKET STATISTICS** Producers of the Survey of Buying Power.
- **Lower Price**
  $99 total, including tax and shipping.

Call or write for our brochure

ORRINGTON ECONOMICS, INC.
P.O. Box 3756, Arlington, Virginia 22203
(703) 527-5990

S&MM METRO MARKET RANKING

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	2,368,288	1
Chicago	1,876,679	2
Los Angeles - Long Beach	1,724,993	3
Boston - Lawrence - Salem - Lowell - Brockton	1,318,419	4
Detroit	1,167,787	5
Houston	1,159,361	6
Philadelphia	1,099,056	7
Washington	902,760	8
Dallas	757,781	9
Nassau - Suffolk	688,930	10
Miami - Hialeah	598,126	11
San Francisco	531,089	12
Seattle	522,227	13
Anaheim - Santa Ana	491,269	14
Minneapolis - St. Paul	474,475	15
Pittsburgh	460,172	16
Bergen - Passaic	444,761	17
Newark	429,352	18
Denver	428,806	19
Atlanta	416,759	20
Baltimore	407,196	21
San Diego	403,718	22
Cleveland	385,944	23
St. Louis	383,814	24
Oklahoma City	342,410	25
New Orleans	335,067	26
Fort Lauderdale - Hollywood - Pompano Beach	311,684	27
Bridgeport - Stamford - Norwalk - Danbury	311,153	28
Phoenix	291,127	29
Tampa - St. Petersburg - Clearwater	290,290	30
Birmingham	289,256	31
Fort Worth - Arlington	288,702	32
San Jose	279,498	33
San Antonio	271,614	34
Oakland	268,272	35
Portland, Ore.	267,111	36
Hartford - New Britain - Middletown - Bristol	259,676	37
Honolulu	256,459	38
Norfolk - Virginia Beach - Newport News	256,075	39
Middlesex - Somerset - Hunterdon	253,359	40
Tulsa	250,677	41
Columbus, Ohio	246,762	42
Cincinnati	240,292	43
Milwaukee	238,602	44
Riverside - San Bernardino	234,823	45
Charlotte - Gastonia - Rock Hill	226,489	46
Sacramento	203,756	47
Providence - Pawtucket - Woonsocket	199,370	48
Memphis	197,453	49
Buffalo	196,684	50
Total Top 50	**26,248,423**	
Indianapolis	195,425	51
Kansas City, Mo.	195,370	52
New Haven - Waterbury - Meriden	193,963	53
West Palm Beach - Boca Raton - Delray Beach	185,465	54
Salt Lake City - Ogden	178,194	55
Albany - Schenectady - Troy	177,348	56
Greensboro - Winston-Salem - High Point	176,884	57
Austin	173,722	58
Springfield, Mass.	172,651	59
Richmond - Petersburg	172,562	60
Nashville	171,601	61
Rochester, N.Y.	168,282	62
Louisville	165,722	63
Monmouth - Ocean	157,672	64
Dayton - Springfield	149,889	65
Jacksonville, Fla.	143,857	66
Little Rock - North Little Rock	143,511	67
Kansas City, Kans.	142,647	68
Orlando	141,218	69
Grand Rapids	139,378	70
Syracuse	137,041	71
Worcester - Fitchburg - Leominster	136,797	72
Las Vegas	136,468	73
Beaumont - Port Arthur	134,282	74
Albuquerque	132,521	75
Jersey City	129,631	76
Akron	129,404	77
Gary - Hammond	127,964	78
New Bedford - Fall River - Attleboro	123,834	79
Raleigh - Durham	123,054	80
Greenville - Spartanburg	122,631	81
Wichita	121,980	82
Harrisburg - Lebanon - Carlisle	115,680	83
El Paso	115,588	84
Toledo	115,268	85
McAllen - Edinburg - Mission	111,789	86
Omaha	111,524	87
Scranton - Wilkes-Barre	110,333	88
Knoxville	110,321	89
Saginaw - Bay City - Midland	109,644	90
Lexington-Fayette	108,777	91
Flint	107,096	92
Lake County, Ill.	102,316	93
Allentown - Bethlehem	102,205	94
Columbia, S.C.	101,245	95
Shreveport	100,346	96
Lansing - East Lansing	97,665	97
Fresno	91,771	98
Wilmington, Del.	90,562	99
Baton Rouge	89,705	100
Total Top 100	**33,041,226**	
Chattanooga	87,561	101
Tacoma	87,360	102
Amarillo	86,920	103
Jackson, Miss.	86,721	104
Des Moines	86,618	105
Salinas - Seaside - Monterey	85,603	106
Aurora - Elgin	85,400	107
Charleston, S.C.	84,327	108
Youngstown - Warren	84,212	109
Trenton	83,744	110
Johnson City - Kingsport - Bristol	82,453	111
Oxnard - Ventura	81,908	112
Reading	81,893	113
Mobile	80,997	114
Lancaster	79,620	115
Ann Arbor	78,924	116
Lafayette, La.	78,709	117
Evansville	77,734	118
Spokane	77,376	119
Tucson	77,343	120
Manchester - Nashua	76,862	121
Reno	75,040	122
Portland, Me.	74,961	123
Lubbock	74,436	124
Atlantic City	73,904	125
Eugene - Springfield	73,635	126
Augusta	73,548	127
Portsmouth - Dover - Rochester	72,150	128
Davenport - Rock Island - Moline	71,928	129
Bakersfield	70,959	130
Odessa	70,326	131
Montgomery	70,236	132
Santa Barbara - Santa Maria - Lompoc	69,648	133
Corpus Christi	68,977	134
Canton	66,928	135
Longview - Marshall	66,927	136
Utica - Rome	66,860	137
Anchorage	66,700	138
Peoria	65,333	139
Fort Wayne	64,877	140
Huntington - Ashland	64,185	141
Stockton	63,781	142
Huntsville	62,964	143
Charleston, W.Va.	61,028	144
Laredo	60,277	145
Savannah	59,977	146
Lakeland - Winter Haven	59,885	147
Daytona Beach	59,441	148
Kalamazoo	58,867	149
Macon - Warner Robins	58,659	150
Total Top 150	**36,719,948**	
Colorado Springs	57,840	151
Fort Smith	57,362	152
Madison	56,381	153
Binghamton	56,222	154
East St. Louis - Belleville	55,402	155
Boise	55,365	156
York	54,904	157
Orange County, N.Y.	53,476	158
Galveston - Texas City	52,860	159
Brownsville - Harlingen	52,513	160
Tyler	51,165	161
Tallahassee	50,250	162
Modesto	49,681	163
Boulder - Longmont	49,619	164
Erie	49,347	165
Brazoria	48,921	166
Duluth	48,625	167
Roanoke	48,580	168
Springfield, Ill.	48,425	169
Sarasota	48,424	170
Waco	47,453	171
Burlington, Vt.	47,054	172
Springfield, Mo.	46,979	173
Visalia - Tulare - Porterville	46,901	174
Grand Forks	46,651	175
South Bend - Mishawaka	46,470	176
Pittsfield	45,788	177
New London - Norwich	44,735	178
Hickory	44,304	179
Santa Rosa - Petaluma	43,230	180
Poughkeepsie	42,945	181
Pensacola	42,896	182
Billings	42,882	183
Midland, Tex.	42,830	184
Fort Myers	42,393	185
Biloxi - Gulfport	42,041	186
Alexandria, La.	41,362	187
Lincoln	41,224	188
Wichita Falls	39,488	189
Columbus, Ga.	39,042	190
Killeen - Temple	38,249	191
Lake Charles	38,246	192
Abilene	37,951	193
Terre Haute	37,756	194
Fort Collins - Loveland	37,687	195
Fargo - Moorhead	37,640	196
Provo - Orem	37,602	197
Vallejo - Fairfield - Napa	37,571	198
Champaign - Urbana - Rantoul	36,901	199
Waterloo - Cedar Falls	36,391	200
Total Top 200	**39,017,972**	
San Angelo	35,499	201
Monroe	35,409	202
Vancouver	35,265	203
Gainesville	34,939	204
Asheville	34,182	205
Great Falls	34,048	206
Salem, Ore.	33,922	207
Joplin	33,830	208
Rockford	33,757	209
Tuscaloosa	33,698	210
Parkersburg - Marietta	33,398	211
Florence, Ala.	33,246	212
Texarkana	33,224	213
Bradenton	33,181	214
Richland - Kennewick - Pasco	33,069	215
Yakima	33,063	216
Niagara Falls	32,849	217
Gadsden	32,649	218
Panama City	32,644	219
Florence, S.C.	32,385	220
Bangor	32,173	221
Lorain - Elyria	32,114	222
Sioux Falls	31,942	223
Anniston	31,709	224
Alton - Granite City	31,621	225
Bloomington - Normal	31,354	226
Houma - Thibodaux	31,227	227
Enid	30,858	228
Fayetteville, N.C.	30,853	229
Medford	30,827	230
Topeka	30,469	231
Santa Cruz	30,317	232
Johnstown	30,248	233
Jackson, Mich.	29,256	234
Bryan - College Station	29,033	235
Albany, Ga.	28,890	236
Appleton - Oshkosh - Neenah	28,658	237
Beaver County, Pa.	28,323	238
Joliet	28,220	239
Bismarck	27,384	240
Wilmington, N.C.	27,277	241
Altoona	27,061	242
Fort Pierce	26,869	243
Columbia, Mo.	26,662	244
Charlottesville	26,629	245
Fayetteville - Springdale	26,489	246
Rochester, Minn.	26,382	247
Redding	26,346	248
St. Cloud	26,178	249
Vineland - Millville - Bridgeton	26,165	250
Total Top 250	**40,563,763**	
Mansfield	25,642	251
Muskegon	24,962	252
Casper	24,744	253
Fort Walton Beach	24,549	254
Owensboro	24,432	255
Benton Harbor	24,430	256
Bloomington, Ind.	24,232	257
Dothan	24,139	258
Sharon	24,135	259
Sioux City	24,005	260
Wheeling	23,905	261
Victoria	23,869	262
Green Bay	23,699	263
Sherman - Denison	23,690	264
Pueblo	23,476	265
Iowa City	23,219	266
Clarksville - Hopkinsville	22,991	267
Decatur	22,933	268
Steubenville - Weirton	22,759	269
Lewiston - Auburn	22,696	270
Elkhart - Goshen	22,686	271
Chico	22,079	272
Bellingham	21,779	273
Anderson, S.C.	21,465	274
Lima	21,369	275
State College	21,128	276
Hagerstown	20,669	277
Battle Creek	20,661	278
Hamilton - Middletown	20,599	279
Melbourne - Titusville - Palm Bay	20,342	280
Burlington, N.C.	20,297	281
Kokomo	20,123	282
Janesville - Beloit	20,068	283
Lawton	19,674	284
Greeley	19,619	285
Wausau	18,742	286
Muncie	18,590	287
Williamsport	18,380	288
Lynchburg	18,125	289
Anderson, Ind.	18,103	290
Athens	17,883	291
Cumberland	17,330	292
Cedar Rapids	17,261	293
Yuba City	17,093	294
Ocala	16,712	295
Eau Claire	16,624	296
Glens Falls	15,675	297
Lafayette, Ind.	15,672	298
Elmira	15,237	299
Pine Bluff	15,145	300
Bremerton	15,097	301
Danville, Va.	15,080	302
St. Joseph	14,582	303
La Crosse	14,530	304
Kankakee	13,901	305
Racine	13,348	306
Jacksonville, N.C.	12,791	307
Lawrence, Kans.	12,639	308
Pascagoula	12,257	309
Las Cruces	11,934	310
Dubuque	11,205	311
Olympia	10,828	312
Kenosha	8,031	313
Sheboygan	7,040	314
Total Above Areas	**41,784,663**	
Percent of U.S.	**82.5903**	
U.S. Total	**50,592,714**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,758,214	1
Detroit	2,528,412	2
Chicago	2,427,784	3
Washington	1,996,146	4
Philadelphia	1,912,527	5
Houston	1,830,018	6
Boston - Lawrence - Salem - Lowell - Brockton	1,663,419	7
New York	1,524,396	8
Nassau - Suffolk	1,239,360	9
Anaheim - Santa Ana	1,214,788	10
Minneapolis - St. Paul	1,140,050	11
Baltimore	1,127,633	12
Dallas	1,108,890	13
Atlanta	1,071,473	14
Cleveland	1,060,480	15
Pittsburgh	1,032,664	16
San Diego	1,021,290	17
St. Louis	948,515	18
Oakland	842,323	19
Cincinnati	835,010	20
Tampa - St. Petersburg - Clearwater	820,769	21
Seattle	820,730	22
Newark	816,855	23
Riverside - San Bernardino	812,416	24
Miami - Hialeah	791,186	25
San Antonio	763,203	26
San Jose	754,278	27
Columbus, Ohio	717,554	28
San Francisco	712,113	29
Bergen - Passaic	676,679	30
Phoenix	668,755	31
Indianapolis	654,631	32
Denver	649,429	33
Fort Lauderdale - Hollywood - Pompano Beach	648,165	34
Sacramento	641,366	35
Hartford - New Britain - Middletown - Bristol	603,542	36
Portland, Ore.	591,783	37
Milwaukee	582,362	38
New Orleans	555,971	39
Dayton - Springfield	554,506	40
Norfolk - Virginia Beach - Newport News	547,158	41
Louisville	511,574	42
Kansas City, Mo.	509,528	43
Fort Worth - Arlington	509,460	44
Nashville	493,449	45
Middlesex - Somerset - Hunterdon	485,183	46
Bridgeport - Stamford - Norwalk - Danbury	474,383	47
Orlando	458,244	48
Monmouth - Ocean	456,508	49
Providence - Pawtucket - Woonsocket	438,985	50
Total Top 50	**49,004,157**	
Jacksonville, Fla.	429,429	51
Memphis	425,718	52
Richmond - Petersburg	417,111	53
Rochester, N.Y.	415,090	54
Toledo	398 337	55
New Haven - Waterbury - Meriden	398,155	56
Salt Lake City - Ogden	396,082	57
Albany - Schenectady - Troy	382,646	58
Greensboro - Winston-Salem - High Point	381,455	59
Birmingham	375,007	60
Gary - Hammond	366,135	61
Austin	362,050	62
Las Vegas	361,113	63
Worcester - Fitchburg - Leominster	356,441	64
Oklahoma City	350,581	65
Charlotte - Gastonia - Rock Hill	347,658	66
Springfield, Mass.	337,734	67
Akron	334,925	68
Buffalo	328,847	69
Tucson	311,480	70
Harrisburg - Lebanon - Carlisle	302,651	71
Youngstown - Warren	300,777	72
Wilmington, Del.	299,300	73
West Palm Beach - Boca Raton - Delray Beach	297,157	74
Allentown - Bethlehem	295,806	75
Greenville - Spartanburg	287,059	76
Knoxville	283,970	77
Bakersfield	279,470	78
Raleigh - Durham	279,398	79
Tulsa	276,095	80
Syracuse	269,281	81
Omaha	264,929	82
Scranton - Wilkes-Barre	262,785	83
Fresno	254,191	84
Tacoma	251,257	85
Honolulu	249,552	86
Kansas City, Kans.	245,659	87
Grand Rapids	238,006	88
Oxnard - Ventura	235,843	89
Little Rock - North Little Rock	232,940	90
Chattanooga	229,676	91
Mobile	227,633	92
Beaumont - Port Arthur	222,708	93
New Bedford - Fall River - Attleboro	218,262	94
Flint	215,175	95
Reno	215,092	96
Lexington-Fayette	210,105	97
Lake County, Ill.	208,555	98
Baton Rouge	204,184	99
Corpus Christi	197,611	100
Total Top 100	**64,035,278**	
Johnson City - Kingsport - Bristol	197,572	101
Lansing - East Lansing	196,014	102
El Paso	194,688	103
Jersey City	193,893	104
Des Moines	193,585	105
Canton	192,328	106
Davenport - Rock Island - Moline	188,961	107
Vallejo - Fairfield - Napa	188,814	108
Saginaw - Bay City - Midland	186,511	109
Columbia, S.C.	183,408	110
Albuquerque	178,877	111
Stockton	177,879	112
Fort Wayne	174,877	113
Madison	172,568	114
Santa Barbara - Santa Maria - Lompoc	170,934	115
Trenton	170,509	116
Santa Rosa - Petaluma	169,166	117
Atlantic City	166,729	118
Charleston, S.C.	164,324	119
Wichita	163,863	120
Salinas - Seaside - Monterey	163,299	121
Huntington - Ashland	163,200	122
Aurora - Elgin	160,841	123
Lakeland - Winter Haven	160,635	124
Erie	160,517	125
Alton - Granite City	159,058	126
Ann Arbor	158,733	127
Charleston, W.Va.	155,501	128
Spokane	155,335	129
Montgomery	154,954	130
Lancaster	151,025	131
Peoria	144,446	132
York	143,613	133
New London - Norwich	143,062	134
Evansville	139,088	135
Daytona Beach	138,547	136
Modesto	136,593	137
Shreveport	135,755	138
Joliet	135,029	139
Augusta	134,411	140
Manchester - Nashua	133,549	141
Jackson, Miss.	133,335	142
Binghamton	131,515	143
Melbourne - Titusville - Palm Bay	131,338	144
Pensacola	129,951	145
Utica - Rome	129,930	146
Lorain - Elyria	129,278	147
Colorado Springs	128,084	148
Macon - Warner Robins	127,841	149
Eugene - Springfield	125,284	150
Total Top 150	**71,954,525**	
Sioux Falls	125,200	151
Hagerstown	124,706	152
Sarasota	124,247	153
Portsmouth - Dover - Rochester	122,977	154
Roanoke	122,430	155
Appleton - Oshkosh - Neenah	122,345	156
Reading	121,150	157
Rockford	119,781	158
Hamilton - Middletown	119,727	159
Galveston - Texas City	111,118	160
Orange County, N.Y.	110,902	161
Mansfield	110,705	162
Duluth	109,465	163
South Bend - Mishawaka	107,925	164
Salem, Ore.	104,957	165
Wheeling	103,354	166
Santa Cruz	102,218	167
Richland - Kennewick - Pasco	99,902	168
Fort Myers	99,762	169
Portland, Me.	99,600	170
Poughkeepsie	99,580	171
Springfield, Mo.	98,847	172
Anchorage	98,337	173
Killeen - Temple	98,219	174
Savannah	98,169	175
Parkersburg - Marietta	97,867	176
Redding	97,527	177
Ocala	97,260	178
Visalia - Tulare - Porterville	96,814	179
Lima	95,860	180
Lincoln	94,905	181
Fort Smith	94,892	182
East St. Louis - Belleville	94,372	183
Fayetteville, N.C.	93,790	184
Fort Pierce	93,309	185
Gainesville	93,256	186
Asheville	93,000	187
Longview - Marshall	91,904	188
Kalamazoo	91,071	189
Columbus, Ga.	90,821	190
Lafayette, La.	90,244	191
Yakima	89,774	192
Amarillo	87,994	193
Beaver County, Pa.	87,903	194
Tallahassee	87,814	195
Benton Harbor	87,299	196
Tyler	86,440	197
Springfield, Ill.	85,684	198
Abilene	85,176	199
Battle Creek	84,573	200
Total Top 200	**76,999,697**	
Terre Haute	84,448	201
Vancouver	84,276	202
Johnstown	83,636	203
McAllen - Edinburg - Mission	82,404	204
Boulder - Longmont	82,168	205
Niagara Falls	81,835	206
Champaign - Urbana - Rantoul	81,561	207
Bloomington - Normal	78,556	208
Lubbock	77,599	209
Fargo - Moorhead	77,587	210
Janesville - Beloit	77,327	211
Medford	76,393	212
Joplin	74,642	213
Waco	74,634	214
Midland, Tex.	74,249	215
Topeka	73,950	216
Jackson, Mich.	73,664	217
Billings	71,505	218
Waterloo - Cedar Falls	71,093	219
Steubenville - Weirton	69,833	220
Racine	69,177	221
Elkhart - Goshen	68,390	222
Provo - Orem	68,371	223
Pittsfield	68,265	224
Casper	67,708	225
Florence, S.C.	66,167	226
Huntsville	65,428	227
Green Bay	65,355	228
St. Cloud	64,348	229
Brazoria	62,939	230
Lake Charles	62,926	231
Hickory	62,357	232
Boise	62,219	233
Glens Falls	61,956	234
Sioux City	61,777	235
Eau Claire	61,571	236
Burlington, Vt.	61,262	237
Biloxi - Gulfport	60,360	238
Muncie	60,079	239
Bradenton	58,955	240
Houma - Thibodaux	57,591	241
Lynchburg	57,258	242
Texarkana	56,719	243
Cedar Rapids	56,481	244
Tuscaloosa	55,878	245
Sharon	55,493	246
Bangor	55,443	247
Decatur	55,182	248
Victoria	54,776	249
Brownsville - Harlingen	54,315	250
Total Top 250	**80,389,803**	
Monroe	54,001	251
Laredo	53,664	252
Wichita Falls	53,521	253
Athens	53,076	254
Olympia	52,918	255
Fort Collins - Loveland	52,740	256
Clarksville - Hopkinsville	52,558	257
Odessa	52,108	258
Florence, Ala.	51,467	259
Anderson, Ind.	50,826	260
Great Falls	50,428	261
St. Joseph	50,162	262
Charlottesville	50,160	263
Cumberland	49,501	264
Muskegon	47,800	265
Alexandria, La.	47,554	266
Las Cruces	47,203	267
Fort Walton Beach	47,179	268
Pine Bluff	46,687	269
Kenosha	46,553	270
Bremerton	46,281	271
Kokomo	45,974	272
Lafayette, Ind.	45,767	273
Burlington, N.C.	45,225	274
Anderson, S.C.	45,069	275
Rochester, Minn.	44,302	276
Dothan	42,422	277
Bellingham	42,275	278
Bloomington, Ind.	42,200	279
Lewiston - Auburn	42,047	280
Anniston	41,425	281
Dubuque	41,251	282
Vineland - Millville - Bridgeton	40,822	283
Altoona	40,734	284
Pueblo	40,434	285
Columbia, Mo.	40,386	286
Owensboro	40,298	287
Pascagoula	39,621	288
Bryan - College Station	38,274	289
Williamsport	37,861	290
Panama City	37,455	291
Bismarck	37,066	292
Chico	36,640	293
Kankakee	36,294	294
Iowa City	35,943	295
Wilmington, N.C.	34,878	296
Wausau	34,814	297
San Angelo	34,560	298
Greeley	34,304	299
Danville, Va.	33,658	300
Grand Forks	32,958	301
Yuba City	32,422	302
La Crosse	32,413	303
Fayetteville - Springdale	30,945	304
Sheboygan	30,565	305
Sherman - Denison	30,527	306
Elmira	30,400	307
Gadsden	30,311	308
Lawton	27,007	309
Albany, Ga.	26,463	310
State College	26,203	311
Lawrence, Kans.	25,291	312
Jacksonville, N.C.	24,721	313
Enid	21,912	314
Total Above Areas	**83,000,332**	
Percent of U.S.	**77.1812**	
U.S. Total	**107,539,576**	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,728,709	1
New York	1,602,512	2
Chicago	1,226,814	3
Philadelphia	918,248	4
Detroit	912,256	5
Washington	786,800	6
Houston	776,745	7
Boston - Lawrence - Salem - Lowell - Brockton	773,094	8
Nassau - Suffolk	772,182	9
Dallas	663,447	10
Miami - Hialeah	630,494	11
Anaheim - Santa Ana	580,574	12
Minneapolis - St. Paul	481,410	13
Phoenix	480,444	14
Newark	465,406	15
Pittsburgh	453,818	16
San Francisco	435,518	17
San Diego	430,962	18
Seattle	422,677	19
Denver	402,745	20
Baltimore	381,077	21
San Jose	379,562	22
Bergen - Passaic	369,862	23
Oakland	359,110	24
St. Louis	340,243	25
Cleveland	337,731	26
Fort Lauderdale - Hollywood - Pompano Beach	336,480	27
Atlanta	321,798	28
Tampa - St. Petersburg - Clearwater	315,004	29
Portland, Ore.	312,440	30
Milwaukee	307,115	31
Norfolk - Virginia Beach - Newport News	288,546	32
New Orleans	273,532	33
Cincinnati	262,786	34
Salt Lake City - Ogden	261,652	35
Bridgeport - Stamford - Norwalk - Danbury	248,023	36
Oklahoma City	241,350	37
Columbus, Ohio	238,593	38
Fort Worth - Arlington	238,323	39
Greensboro - Winston-Salem - High Point	236,784	40
Sacramento	230,269	41
Louisville	223,224	42
Buffalo	222,813	43
Middlesex - Somerset - Hunterdon	215,764	44
San Antonio	215,158	45
Riverside - San Bernardino	214,375	46
Hartford - New Britain - Middletown - Bristol	213,291	47
Charlotte - Gastonia - Rock Hill	212,485	48
Rochester, N.Y.	206,547	49
Tulsa	205,952	50
Total Top 50	**23,154,744**	
Indianapolis	205,950	51
West Palm Beach - Boca Raton - Delray Beach	201,052	52
Birmingham	191,966	53
Nashville	190,803	54
Memphis	179,736	55
Dayton - Springfield	177,471	56
Monmouth - Ocean	173,296	57
Richmond - Petersburg	169,570	58
Worcester - Fitchburg - Leominster	166,418	59
Orlando	156,315	60
Albany - Schenectady - Troy	155,869	61
New Haven - Waterbury - Meriden	152,472	62
Albuquerque	152,339	63
Omaha	150,482	64
Grand Rapids	148,894	65
Kansas City, Mo.	147,217	66
El Paso	142,769	67
Jacksonville, Fla.	142,436	68
Kansas City, Kans.	141,087	69
Allentown - Bethlehem	140,514	70
Syracuse	137,765	71
Providence - Pawtucket - Woonsocket	136,343	72
Austin	134,421	73
Tucson	132,176	74
New Bedford - Fall River - Attleboro	129,037	75
Sarasota	123,103	76
Las Vegas	121,032	77
Flint	118,790	78
Knoxville	118,176	79
Raleigh - Durham	116,886	80
Harrisburg - Lebanon - Carlisle	116,189	81
Wilmington, Del.	113,482	82
Toledo	111,560	83
Gary - Hammond	109,490	84
Greenville - Spartanburg	105,930	85
Scranton - Wilkes-Barre	104,944	86
Madison	102,335	87
Lancaster	101,731	88
Wichita	100,829	89
Beaumont - Port Arthur	100,104	90
Baton Rouge	98,866	91
Lake County, Ill.	98,586	92
Akron	98,522	93
Springfield, Mass.	98,235	94
Fresno	96,269	95
Youngstown - Warren	91,401	96
Tacoma	91,302	97
Oxnard - Ventura	89,788	98
Mobile	89,355	99
Reno	89,340	100
Total Top 100	**29,717,387**	
Little Rock - North Little Rock	88,431	101
Colorado Springs	86,371	102
Trenton	85,277	103
Manchester - Nashua	84,869	104
Columbia, S.C.	82,542	105
Lexington-Fayette	82,412	106
Jersey City	80,996	107
Davenport - Rock Island - Moline	80,731	108
Lansing - East Lansing	80,602	109
Des Moines	80,469	110
Fort Myers	79,783	111
Huntington - Ashland	78,645	112
Aurora - Elgin	78,158	113
Bakersfield	77,811	114
York	76,934	115
Portsmouth - Dover - Rochester	76,237	116
Spokane	76,125	117
Peoria	76,007	118
Lubbock	75,760	119
Saginaw - Bay City - Midland	75,138	120
Honolulu	74,943	121
Jackson, Miss.	74,360	122
Amarillo	73,654	123
Charleston, S.C.	73,574	124
Shreveport	73,466	125
Santa Barbara - Santa Maria - Lompoc	73,270	126
Ann Arbor	72,948	127
Chattanooga	71,204	128
Brownsville - Harlingen	69,914	129
Boise	69,137	130
Johnson City - Kingsport - Bristol	68,985	131
Benton Harbor	67,873	132
Modesto	67,065	133
Corpus Christi	66,992	134
Evansville	66,702	135
Stockton	65,990	136
Boulder - Longmont	65,524	137
Canton	64,826	138
Savannah	64,649	139
Fort Wayne	64,533	140
Santa Rosa - Petaluma	63,750	141
Binghamton	63,152	142
Erie	62,935	143
Rockford	62,506	144
Eugene - Springfield	62,220	145
Roanoke	60,592	146
Augusta	59,956	147
Longview - Marshall	59,145	148
Kalamazoo	58,900	149
New London - Norwich	57,548	150
Total Top 150	**33,320,998**	
Salem, Ore.	56,340	151
Salinas - Seaside - Monterey	55,225	152
Charleston, W.Va.	55,140	153
McAllen - Edinburg - Mission	55,060	154
Fayetteville, N.C.	54,306	155
Lafayette, La.	54,244	156
Lakeland - Winter Haven	53,641	157
Atlantic City	52,934	158
Daytona Beach	52,510	159
Springfield, Mo.	52,372	160
Reading	52,244	161
Appleton - Oshkosh - Neenah	51,823	162
Pensacola	51,592	163
Vallejo - Fairfield - Napa	50,793	164
Johnstown	50,403	165
Melbourne - Titusville - Palm Bay	49,830	166
Tyler	49,144	167
Utica - Rome	49,057	168
South Bend - Mishawaka	48,324	169
Portland, Me.	47,486	170
East St. Louis - Belleville	45,222	171
Green Bay	44,786	172
Montgomery	44,318	173
Billings	43,899	174
Orange County, N.Y.	43,824	175
Gainesville	43,592	176
Duluth	43,581	177
Casper	43,520	178
Joliet	43,364	179
Wheeling	42,961	180
Fort Collins - Loveland	42,941	181
Provo - Orem	42,728	182
Houma - Thibodaux	42,316	183
Laredo	42,035	184
Lorain - Elyria	41,436	185
Wichita Falls	41,291	186
Waco	41,209	187
Macon - Warner Robins	41,139	188
Huntsville	40,711	189
Bangor	40,327	190
Fargo - Moorhead	40,120	191
Anchorage	39,824	192
Alton - Granite City	39,506	193
Columbus, Ga.	38,782	194
Lake Charles	38,711	195
Fort Pierce	38,153	196
Hickory	37,977	197
Cedar Rapids	37,606	198
Fort Smith	37,577	199
Niagara Falls	37,301	200
Total Top 200	**35,604,223**	
Panama City	36,855	201
Waterloo - Cedar Falls	36,285	202
Lincoln	36,270	203
Poughkeepsie	36,190	204
Bradenton	35,816	205
Springfield, Ill.	34,681	206
Hamilton - Middletown	34,533	207
Odessa	34,176	208
Altoona	34,098	209
Tallahassee	33,299	210
Killeen - Temple	33,166	211
Yakima	32,847	212
Pittsfield	32,828	213
Midland, Tex.	32,509	214
Medford	32,247	215
Sioux Falls	31,678	216
Anderson, S.C.	31,604	217
Monroe	31,563	218
Burlington, Vt.	31,542	219
Great Falls	31,343	220
Champaign - Urbana - Rantoul	31,270	221
Parkersburg - Marietta	30,760	222
Lynchburg	30,462	223
Clarksville - Hopkinsville	30,227	224
Wilmington, N.C.	30,124	225
Lafayette, Ind.	30,056	226
Chico	29,933	227
Richland - Kennewick - Pasco	29,742	228
Dubuque	29,558	229
Racine	29,305	230
Visalia - Tulare - Porterville	29,203	231
Santa Cruz	29,201	232
Beaver County, Pa.	28,888	233
Abilene	28,880	234
Olympia	28,686	235
Albany, Ga.	28,587	236
Vineland - Millville - Bridgeton	28,545	237
Topeka	28,296	238
Sioux City	28,028	239
Pueblo	27,450	240
Biloxi - Gulfport	26,966	241
Lima	26,628	242
Fort Walton Beach	25,973	243
Asheville	25,823	244
Jacksonville, N.C.	25,739	245
Battle Creek	25,594	246
Tuscaloosa	25,536	247
Lawton	25,293	248
Athens	25,164	249
Florence, Ala.	24,714	250
Total Top 250	**37,122,384**	
Joplin	24,660	251
Terre Haute	24,283	252
Iowa City	24,198	253
Owensboro	24,183	254
Elkhart - Goshen	24,150	255
Muncie	24,089	256
Dothan	23,615	257
Greeley	23,413	258
Burlington, N.C.	23,023	259
Steubenville - Weirton	22,995	260
Florence, S.C.	22,956	261
Galveston - Texas City	22,815	262
Bellingham	22,763	263
Charlottesville	22,744	264
Victoria	22,742	265
Rochester, Minn.	22,586	266
Decatur	22,557	267
St. Cloud	22,463	268
Mansfield	22,431	269
Bloomington - Normal	22,287	270
Alexandria, La.	22,238	271
Muskegon	22,194	272
San Angelo	21,691	273
Janesville - Beloit	21,584	274
Fayetteville - Springdale	21,450	275
Enid	21,385	276
Williamsport	21,300	277
Bismarck	21,279	278
Hagerstown	21,222	279
La Crosse	21,134	280
Redding	20,877	281
Brazoria	20,852	282
Gadsden	20,697	283
State College	20,587	284
St. Joseph	19,959	285
Jackson, Mich.	19,873	286
Anderson, Ind.	19,799	287
Bremerton	19,733	288
Eau Claire	19,500	289
Anniston	19,164	290
Texarkana	18,814	291
Kokomo	18,789	292
Sharon	18,735	293
Grand Forks	18,339	294
Vancouver	18,292	295
Cumberland	17,936	296
Ocala	17,842	297
Kankakee	17,769	298
Las Cruces	16,785	299
Columbia, Mo.	16,688	300
Wausau	16,604	301
Bryan - College Station	16,572	302
Bloomington, Ind.	16,029	303
Danville, Va.	15,887	304
Elmira	14,956	305
Glens Falls	14,449	306
Lewiston - Auburn	14,386	307
Pine Bluff	14,117	308
Yuba City	14,074	309
Kenosha	13,877	310
Pascagoula	13,687	311
Sherman - Denison	12,941	312
Sheboygan	10,108	313
Lawrence, Kans.	8,937	314
Total Above Areas	**38,380,468**	
Percent of U.S.	**83.2449**	
U.S. Total	**46,105,499**	

Hardware Retailing

THE HARDWARE AND HOME CENTER MAGAZINE

NO WONDER . . .

For the past 20 years Hardware Retailing has worked harder, probed deeper, spent more money and initiated more innovative programs to assist manufacturers, wholesalers and retailers in delivering goods and DIY services to the consumer at the best value.

And Hardware Retailing has kept faith with its readers by addressing critical problems confronting retailers and wholesalers . . . then providing accurate analysis of opportunities and information on how to run their businesses more efficiently and profitably.

Hardware Retailing editors attend more wholesale and national trade shows . . . call more wholesalers . . . talk to more manufacturers . . . visit more retailers (over 1,000 annually) than any other publication in the field. And it's this type of personal and total involvement that goes into each of over 650 pages of feature articles Hardware Retailing runs each year. More feature editorial pages than the two competitive hardware publications **combined!**

In addition, Hardware Retailing devoted 496 pages last year to new product releases, news and regular department articles. Again, more than any other publication in the field.

So strong is its editorial commitment on finding a "better way" that nearly one-half of all Hardware Retailing subscribers receive their issues at home by request — where they can read in an uninterrupted atmosphere. That's high intensity of readership. And that's 4 to 1 — and better — than any other hardware/home center publication.

No wonder every independently-conducted readership survey among primary hardware/home center retailers has been won by Hardware Retailing.

No wonder over 67,000 readers have responded with loyalty and confidence:

- Over 44,000 retailers (includes all hardware dealers with $100,000 or more in annual sales . . . all home centers . . . and all consumer-oriented lumber/building material dealers)
- Over 10,000 store, department managers, key retail salespeople, and
- Over 7,200 wholesale buyers, key executives and their salespeople.

(Hardware Retailing reaches ALL the influentials you seek in the **primary** hardware/home center market. We don't go to other forms of retailers.)

No wonder advertisers put Hardware Retailing at the top of their media schedules. No magazine sold more to the top 100 . . . or to the top 200 advertisers. And no magazine sold more to the influentials — advertisers who buy 12 or more pages.

It's no wonder! Hardware Retailing. The best read, most preferred and most effective publication in the industry.

Concentrate your advertising where it counts!

Hardware Retailing

THE HARDWARE AND HOME CENTER MAGAZINE

NRHA National Retail Hardware Association
770 N. High School Road
Indianapolis, Indiana 46224

(317) 248-1261

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,257,074	1
Chicago	944,729	2
Houston	874,943	3
Detroit	741,505	4
Washington	717,507	5
Anaheim - Santa Ana	667,578	6
Seattle	609,602	7
Minneapolis - St. Paul	601,543	8
Boston - Lawrence - Salem - Lowell - Brockton	599,286	9
Riverside - San Bernardino	562,108	10
Philadelphia	556,395	11
San Diego	538,114	12
Atlanta	512,883	13
New York	508,128	14
San Jose	415,153	15
Pittsburgh	406,261	16
Baltimore	381,928	17
Nassau - Suffolk	363,857	18
Sacramento	360,164	19
Denver	353,710	20
Dallas	347,941	21
Phoenix	343,095	22
Tampa - St. Petersburg - Clearwater	342,163	23
Oakland	334,710	24
St. Louis	298,911	25
Miami - Hialeah	298,185	26
Cleveland	284,215	27
San Francisco	280,189	28
Fort Worth - Arlington	278,615	29
Indianapolis	269,107	30
Charlotte - Gastonia - Rock Hill	263,006	31
Fort Lauderdale - Hollywood - Pompano Beach	262,229	32
Norfolk - Virginia Beach - Newport News	255,033	33
Cincinnati	247,011	34
Louisville	235,698	35
Columbus, Ohio	232,885	36
Portland, Ore.	232,714	37
Greensboro - Winston-Salem - High Point	232,263	38
Newark	230,917	39
Birmingham	229,778	40
Milwaukee	220,100	41
Oklahoma City	215,575	42
Salt Lake City - Ogden	211,967	43
Akron	196,960	44
Bergen - Passaic	194,557	45
Tulsa	194,239	46
New Orleans	192,890	47
Austin	192,743	48
Bridgeport - Stamford - Norwalk - Danbury	188,533	49
Nashville	181,649	50
Total Top 50	**19,460,346**	
Orlando	178,555	51
Richmond - Petersburg	172,312	52
Hartford - New Britain - Middletown - Bristol	171,828	53
Knoxville	170,805	54
Jacksonville, Fla.	168,028	55
Grand Rapids	161,210	56
Dayton - Springfield	160,283	57
Beaumont - Port Arthur	159,501	58
Baton Rouge	158,471	59
Kansas City, Mo.	158,115	60
Rochester, N.Y.	158,046	61
Johnson City - Kingsport - Bristol	157,227	62
Memphis	155,250	63
Greenville - Spartanburg	151,613	64
Santa Rosa - Petaluma	150,974	65
Las Vegas	150,537	66
Des Moines	150,281	67
San Antonio	150,229	68
Providence - Pawtucket - Woonsocket	146,866	69
Albany - Schenectady - Troy	139,029	70
Buffalo	138,985	71
Fresno	133,718	72
Monmouth - Ocean	132,921	73
Mobile	131,647	74
Middlesex - Somerset - Hunterdon	130,970	75
Bakersfield	129,829	76
Reno	127,370	77
Eugene - Springfield	126,414	78
Wichita	125,574	79
Scranton - Wilkes-Barre	125,436	80
Lancaster	123,572	81
Lake County, Ill.	120,886	82
Little Rock - North Little Rock	120,664	83
Spokane	119,437	84
Wilmington, Del.	119,264	85
Fort Myers	119,225	86
Tacoma	118,676	87
Harrisburg - Lebanon - Carlisle	117,670	88
Amarillo	117,214	89
Peoria	116,773	90
Gary - Hammond	116,176	91
Allentown - Bethlehem	114,657	92
Springfield, Mass.	110,831	93
Lakeland - Winter Haven	106,696	94
Salem, Ore.	105,234	95
Charleston, S.C.	104,541	96
Huntington - Ashland	104,051	97
Davenport - Rock Island - Moline	103,741	98
West Palm Beach - Boca Raton - Delray Beach	103,333	99
Modesto	103,015	100
Total Top 100	**26,198,026**	
New Haven - Waterbury - Meriden	102,578	101
Santa Cruz	100,672	102
Albuquerque	99,713	103
Chattanooga	99,483	104
Raleigh - Durham	99,457	105
Oxnard - Ventura	98,399	106
Columbia, S.C.	98,051	107
Augusta	97,722	108
Melbourne - Titusville - Palm Bay	97,415	109
Worcester - Fitchburg - Leominster	97,289	110
Aurora - Elgin	96,729	111
Syracuse	95,966	112
Boise	95,130	113
Kansas City, Kans.	95,011	114
Daytona Beach	94,858	115
Madison	92,554	116
Evansville	92,325	117
Omaha	89,234	118
Billings	88,667	119
Springfield, Ill.	88,266	120
Charleston, W.Va.	88,155	121
Portsmouth - Dover - Rochester	87,736	122
Vallejo - Fairfield - Napa	87,318	123
Macon - Warner Robins	87,145	124
Saginaw - Bay City - Midland	85,601	125
Santa Barbara - Santa Maria - Lompoc	85,283	126
Lexington-Fayette	84,546	127
Toledo	83,986	128
Anchorage	83,001	129
York	82,746	130
Stockton	82,528	131
Springfield, Mo.	82,334	132
Portland, Me.	82,176	133
Canton	81,760	134
Manchester - Nashua	81,486	135
Lafayette, La.	81,423	136
Redding	80,278	137
Brazoria	79,636	138
Tucson	78,893	139
Flint	78,491	140
St. Cloud	77,816	141
Pensacola	76,345	142
Lake Charles	75,165	143
Fort Collins - Loveland	74,304	144
Savannah	74,134	145
Richland - Kennewick - Pasco	73,561	146
Boulder - Longmont	72,408	147
McAllen - Edinburg - Mission	72,039	148
Duluth	71,639	149
Fort Pierce	71,529	150
Total Top 150	**30,521,007**	
Salinas - Seaside - Monterey	71,258	151
Hickory	70,545	152
Joliet	70,250	153
Atlantic City	70,001	154
Youngstown - Warren	69,104	155
Rockford	68,100	156
Colorado Springs	68,067	157
Sarasota	68,045	158
Fargo - Moorhead	67,819	159
Lansing - East Lansing	67,542	160
Yakima	66,523	161
Longview - Marshall	65,971	162
Fayetteville, N.C.	65,700	163
Fort Smith	65,661	164
Visalia - Tulare - Porterville	65,380	165
East St. Louis - Belleville	64,694	166
Jackson, Miss.	63,941	167
Lincoln	63,523	168
Chico	63,316	169
Fort Wayne	62,728	170
Honolulu	62,563	171
Houma - Thibodaux	62,415	172
Tallahassee	62,293	173
Erie	61,369	174
Cedar Rapids	60,960	175
Bremerton	60,952	176
Wichita Falls	60,807	177
Lubbock	60,732	178
Tyler	60,394	179
Appleton - Oshkosh - Neenah	60,195	180
Montgomery	60,194	181
Kalamazoo	60,146	182
Shreveport	58,359	183
Orange County, N.Y.	57,938	184
Johnstown	56,893	185
Huntsville	56,662	186
Asheville	56,224	187
El Paso	55,873	188
Medford	55,829	189
Casper	55,114	190
Alton - Granite City	55,015	191
Corpus Christi	54,592	192
Tuscaloosa	54,107	193
Waterloo - Cedar Falls	53,970	194
Jersey City	52,861	195
Galveston - Texas City	52,841	196
Eau Claire	52,198	197
Abilene	51,750	198
Provo - Orem	51,214	199
Ann Arbor	50,309	200
Total Top 200	**33,573,944**	
Anderson, S.C.	50,038	201
Bangor	49,412	202
Terre Haute	48,709	203
Parkersburg - Marietta	48,572	204
Clarksville - Hopkinsville	48,490	205
Bellingham	48,393	206
Bloomington - Normal	48,378	207
Albany, Ga.	47,625	208
Ocala	46,970	209
Green Bay	46,820	210
Topeka	46,784	211
New Bedford - Fall River - Attleboro	46,564	212
Great Falls	46,335	213
Odessa	45,947	214
Poughkeepsie	45,851	215
Champaign - Urbana - Rantoul	45,785	216
Wausau	45,514	217
Rochester, Minn.	44,657	218
Decatur	44,625	219
South Bend - Mishawaka	43,695	220
Killeen - Temple	43,603	221
Fort Walton Beach	43,426	222
Gainesville	42,660	223
Columbus, Ga.	42,584	224
Binghamton	41,982	225
Monroe	41,927	226
Sioux Falls	41,709	227
Yuba City	41,493	228
Burlington, Vt.	41,425	229
Bryan - College Station	41,025	230
Wilmington, N.C.	40,862	231
Owensboro	40,141	232
Pittsfield	40,110	233
Joplin	39,994	234
Florence, Ala.	39,850	235
Bismarck	39,698	236
Reading	39,636	237
Lorain - Elyria	39,537	238
Fayetteville - Springdale	39,531	239
Charlottesville	39,522	240
Roanoke	39,512	241
Florence, S.C.	38,875	242
Benton Harbor	38,507	243
Utica - Rome	38,380	244
Altoona	37,908	245
Biloxi - Gulfport	37,364	246
Vancouver	37,221	247
Lima	36,564	248
New London - Norwich	35,880	249
Panama City	35,825	250
Total Top 250	**35,709,859**	
Wheeling	35,809	251
Olympia	35,681	252
Alexandria, La.	34,941	253
Janesville - Beloit	34,933	254
Victoria	34,818	255
Bradenton	34,688	256
San Angelo	34,544	257
Athens	34,391	258
Hamilton - Middletown	34,024	259
Elkhart - Goshen	33,937	260
Midland, Tex.	33,592	261
Kankakee	33,511	262
Racine	33,430	263
Iowa City	33,104	264
Columbia, Mo.	32,856	265
Trenton	32,509	266
Brownsville - Harlingen	32,422	267
Steubenville - Weirton	32,342	268
Lynchburg	32,337	269
Dothan	31,964	270
Dubuque	31,222	271
Sherman - Denison	31,109	272
La Crosse	31,104	273
Greeley	30,954	274
Grand Forks	30,945	275
Anniston	29,708	276
Pascagoula	29,676	277
State College	29,496	278
Lafayette, Ind.	29,421	279
Waco	29,169	280
Niagara Falls	29,033	281
Sioux City	28,493	282
Enid	28,132	283
Las Cruces	27,730	284
Cumberland	27,641	285
Gadsden	27,201	286
Kokomo	26,937	287
Muncie	26,738	288
Mansfield	26,556	289
Muskegon	26,373	290
Burlington, N.C.	26,357	291
Beaver County, Pa.	26,343	292
Jackson, Mich.	25,289	293
Anderson, Ind.	24,881	294
Hagerstown	24,452	295
Sharon	24,366	296
Sheboygan	23,848	297
Lawrence, Kans.	23,532	298
Texarkana	22,217	299
Pueblo	22,116	300
Lawton	22,115	301
Danville, Va.	21,902	302
Jacksonville, N.C.	21,726	303
Lewiston - Auburn	21,218	304
Glens Falls	21,164	305
Williamsport	20,464	306
Battle Creek	20,117	307
Laredo	19,102	308
Bloomington, Ind.	18,552	309
St. Joseph	18,414	310
Pine Bluff	17,194	311
Vineland - Millville - Bridgeton	15,255	312
Kenosha	12,755	313
Elmira	10,715	314
Total Above Areas	**37,467,424**	
Percent of U.S.	**71.0807**	
U.S. Total	**52,711,106**	

DRUGSTORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,460,525	1
Chicago	1,285,764	2
Detroit	1,106,276	3
Washington	843,053	4
New York	797,431	5
Boston - Lawrence - Salem - Lowell - Brockton	637,763	6
Philadelphia	540,759	7
Dallas	530,563	8
Houston	432,422	9
Oakland	421,308	10
Cleveland	420,192	11
Miami - Hialeah	397,423	12
Seattle	388,910	13
San Francisco	375,179	14
Atlanta	372,564	15
Minneapolis - St. Paul	361,037	16
Baltimore	346,613	17
Nassau - Suffolk	322,682	18
Anaheim - Santa Ana	313,285	19
San Jose	299,813	20
Fort Worth - Arlington	296,975	21
San Diego	285,480	22
Riverside - San Bernardino	280,434	23
Fort Lauderdale - Hollywood - Pompano Beach	275,509	24
Tampa - St. Petersburg - Clearwater	274,429	25
St. Louis	273,552	26
Sacramento	272,307	27
Pittsburgh	262,127	28
Indianapolis	260,490	29
Honolulu	250,408	30
Milwaukee	249,810	31
Phoenix	241,222	32
Cincinnati	229,742	33
Charlotte - Gastonia - Rock Hill	193,524	34
New Orleans	183,271	35
Columbus, Ohio	181,322	36
Greensboro - Winston-Salem - High Point	178,268	37
Louisville	178,085	38
Newark	175,643	39
Hartford - New Britain - Middletown - Bristol	172,645	40
Denver	171,726	41
Buffalo	169,619	42
Reno	168,187	43
Portland, Ore.	167,575	44
Richmond - Petersburg	160,364	45
Birmingham	157,896	46
Rochester, N.Y.	156,739	47
Norfolk - Virginia Beach - Newport News	151,745	48
Syracuse	147,557	49
Kansas City, Mo.	146,045	50
Total Top 50	**17,966,258**	
Jacksonville, Fla.	145,570	51
Memphis	143,509	52
Gary - Hammond	138,984	53
Bergen - Passaic	133,821	54
West Palm Beach - Boca Raton - Delray Beach	133,799	55
Nashville	129,376	56
Toledo	126,200	57
Fresno	124,892	58
Bridgeport - Stamford - Norwalk - Danbury	119,895	59
Las Vegas	117,660	60
Orlando	115,635	61
Providence - Pawtucket - Woonsocket	111,463	62
Dayton - Springfield	108,891	63
Worcester - Fitchburg - Leominster	108,080	64
San Antonio	106,714	65
Oxnard - Ventura	105,600	66
Akron	105,095	67
Omaha	103,263	68
Albany - Schenectady - Troy	102,340	69
Greenville - Spartanburg	102,063	70
Oklahoma City	101,970	71
New Haven - Waterbury - Meriden	101,056	72
Flint	97,805	73
Monmouth - Ocean	97,792	74
Bakersfield	93,419	75
Lake County, Ill.	92,577	76
Knoxville	91,537	77
Wilmington, Del.	90,477	78
Anchorage	88,814	79
Tucson	87,314	80
Middlesex - Somerset - Hunterdon	86,884	81
Salt Lake City - Ogden	86,596	82
Stockton	86,412	83
Youngstown - Warren	85,855	84
Springfield, Mass.	85,105	85
Davenport - Rock Island - Moline	83,743	86
Scranton - Wilkes-Barre	82,411	87
El Paso	81,796	88
Mobile	78,954	89
Tulsa	78,617	90
Little Rock - North Little Rock	78,456	91
Allentown - Bethlehem	78,149	92
Saginaw - Bay City - Midland	77,879	93
Harrisburg - Lebanon - Carlisle	77,583	94
Tacoma	77,459	95
Baton Rouge	75,088	96
Daytona Beach	74,877	97
Raleigh - Durham	74,758	98
Vallejo - Fairfield - Napa	74,697	99
Austin	73,156	100
Total Top 100	**22,890,344**	
Kansas City, Kans.	72,420	101
Grand Rapids	69,627	102
Fort Wayne	69,263	103
Spokane	69,225	104
New Bedford - Fall River - Attleboro	68,496	105
Santa Rosa - Petaluma	67,291	106
Salinas - Seaside - Monterey	66,197	107
Utica - Rome	65,067	108
Lakeland - Winter Haven	64,080	109
Melbourne - Titusville - Palm Bay	63,269	110
Santa Barbara - Santa Maria - Lompoc	63,032	111
Canton	61,763	112
Richland - Kennewick - Pasco	61,374	113
Columbia, S.C.	60,166	114
Eugene - Springfield	58,854	115
Albuquerque	58,790	116
Huntington - Ashland	58,475	117
Ann Arbor	58,348	118
Lexington-Fayette	57,625	119
Beaumont - Port Arthur	56,899	120
Chattanooga	55,561	121
Modesto	54,649	122
Charleston, W.Va.	53,755	123
Jackson, Miss.	53,373	124
Joliet	53,350	125
Wichita	53,245	126
Peoria	53,210	127
South Bend - Mishawaka	52,104	128
Evansville	51,311	129
Jersey City	50,701	130
Johnson City - Kingsport - Bristol	50,530	131
Charleston, S.C.	50,330	132
Portsmouth - Dover - Rochester	49,787	133
Augusta	49,681	134
Sarasota	49,594	135
Rockford	49,222	136
Bremerton	48,504	137
Springfield, Ill.	48,214	138
Portland, Me.	47,288	139
Salem, Ore.	47,013	140
Binghamton	46,230	141
Madison	45,808	142
Des Moines	45,659	143
Santa Cruz	44,759	144
Sioux Falls	44,680	145
Lansing - East Lansing	44,307	146
Lorain - Elyria	44,252	147
Pensacola	43,710	148
Aurora - Elgin	43,351	149
Elkhart - Goshen	43,097	150
Total Top 150	**25,627,880**	
Manchester - Nashua	42,663	151
Roanoke	41,742	152
Lancaster	41,728	153
Gainesville	40,824	154
Visalia - Tulare - Porterville	40,122	155
Redding	39,926	156
East St. Louis - Belleville	39,585	157
Alton - Granite City	39,309	158
Erie	38,437	159
Billings	37,558	160
Yuba City	37,184	161
Appleton - Oshkosh - Neenah	37,026	162
Asheville	36,549	163
Macon - Warner Robins	36,539	164
Atlantic City	36,054	165
Muncie	36,035	166
Corpus Christi	35,947	167
Bradenton	35,223	168
Cedar Rapids	35,046	169
Columbus, Ga.	34,596	170
Fort Myers	34,463	171
Topeka	34,223	172
Montgomery	33,877	173
Niagara Falls	33,849	174
Terre Haute	33,770	175
Duluth	33,753	176
Savannah	33,647	177
Bryan - College Station	33,041	178
Lynchburg	32,930	179
Yakima	32,822	180
Vancouver	32,650	181
Trenton	32,552	182
York	32,253	183
Shreveport	32,176	184
Anderson, Ind.	32,066	185
Springfield, Mo.	31,520	186
Boulder - Longmont	30,854	187
Lafayette, Ind.	30,850	188
Orange County, N.Y.	30,784	189
Hickory	30,613	190
Joplin	30,458	191
Benton Harbor	30,392	192
Fort Pierce	30,369	193
McAllen - Edinburg - Mission	30,365	194
New London - Norwich	29,811	195
Hamilton - Middletown	29,685	196
Waco	29,077	197
Fargo - Moorhead	28,549	198
Champaign - Urbana - Rantoul	28,059	199
Wheeling	27,978	200
Total Top 200	**27,237,409**	
Amarillo	27,797	201
Longview - Marshall	27,554	202
Johnstown	27,376	203
Houma - Thibodaux	27,304	204
Lincoln	27,211	205
Lafayette, La.	27,013	206
Galveston - Texas City	26,854	207
Colorado Springs	26,800	208
Lake Charles	26,693	209
Parkersburg - Marietta	26,541	210
Lima	26,485	211
Chico	26,476	212
Huntsville	26,141	213
Biloxi - Gulfport	26,138	214
Bangor	26,050	215
Waterloo - Cedar Falls	25,284	216
Battle Creek	25,039	217
Olympia	24,936	218
Tallahassee	24,930	219
Kokomo	24,704	220
Columbia, Mo.	24,669	221
Kalamazoo	24,282	222
Rochester, Minn.	23,994	223
Green Bay	23,985	224
Reading	23,858	225
Racine	23,755	226
Kankakee	23,694	227
Lubbock	23,463	228
Steubenville - Weirton	23,432	229
Fort Smith	23,390	230
Cumberland	22,804	231
Provo - Orem	22,690	232
Sioux City	22,593	233
Wilmington, N.C.	22,537	234
Bellingham	22,512	235
Burlington, N.C.	22,376	236
Anderson, S.C.	21,779	237
Great Falls	21,716	238
Athens	21,572	239
Bloomington - Normal	21,350	240
Hagerstown	21,295	241
Charlottesville	21,252	242
Brazoria	21,140	243
Ocala	21,044	244
Beaver County, Pa.	21,038	245
Eau Claire	21,034	246
Bloomington, Ind.	20,979	247
St. Joseph	20,906	248
Poughkeepsie	20,905	249
Janesville - Beloit	20,598	250
Total Top 250	**28,535,377**	
Alexandria, La.	20,515	251
Iowa City	20,311	252
Pittsfield	20,219	253
Muskegon	20,087	254
Enid	19,528	255
Tuscaloosa	19,231	256
Decatur	18,884	257
Albany, Ga.	18,500	258
Tyler	18,358	259
Bismarck	18,286	260
Fayetteville, N.C.	18,239	261
Medford	18,218	262
Clarksville - Hopkinsville	18,093	263
Pascagoula	18,076	264
St. Cloud	17,955	265
Boise	17,883	266
Casper	17,867	267
Anniston	17,718	268
Mansfield	17,620	269
Monroe	16,744	270
Dubuque	16,617	271
Owensboro	16,514	272
Florence, Ala.	16,180	273
Sheboygan	16,160	274
Laredo	16,049	275
Glens Falls	15,922	276
Killeen - Temple	15,916	277
Brownsville - Harlingen	15,861	278
Danville, Va.	15,543	279
Altoona	15,460	280
Panama City	15,427	281
Vineland - Millville - Bridgeton	15,353	282
Jackson, Mich.	15,266	283
Sherman - Denison	15,200	284
Fort Collins - Loveland	15,099	285
Wichita Falls	14,929	286
Texarkana	14,730	287
Elmira	14,476	288
Pine Bluff	14,265	289
La Crosse	14,242	290
Florence, S.C.	14,178	291
Gadsden	14,153	292
Abilene	13,481	293
Burlington, Vt.	13,212	294
Williamsport	13,072	295
Fayetteville - Springdale	13,016	296
Victoria	12,906	297
Fort Walton Beach	12,805	298
Sharon	12,388	299
State College	11,918	300
Odessa	11,419	301
Lewiston - Auburn	11,262	302
Dothan	11,098	303
Kenosha	10,609	304
Midland, Tex.	10,493	305
Wausau	9,886	306
Pueblo	9,834	307
Lawrence, Kans.	9,451	308
Jacksonville, N.C.	8,478	309
Grand Forks	8,383	310
Greeley	8,172	311
Las Cruces	7,908	312
Lawton	7,128	313
San Angelo	6,661	314
Total Above Areas	**29,478,829**	
Percent of U.S.	**79.1764**	
U.S. Total	**37,231,851**	

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, CITY DATA LISTED BY STATES

Population

Retail Sales

S.C. (cont.) S&MM ESTIMATES	POPULATION-12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								

Effective Buying Income

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: $10,000-$19,999 $20,000-$34,999 $35,000-$49,999 $50,000 and over				Buying Power Index
			A	B	C	D	

Caution on population estimates
Population and household estimates in the 1983 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1983 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Alabama C-6
Alaska C-9
Arizona................ C-11
Arkansas C-12
California................ C-15
Colorado C-34
Connecticut................ C-37
Delaware................ C-42
District of Columbia C-42
Florida C-44
Georgia C-54
Hawaii C-61
Idaho C-62
Illinois................ C-64
Indiana................ C-72
Iowa C-78
Kansas................ C-83
Kentucky C-86
Louisiana.............. C-91
Maine C-95
Maryland C-97
Massachusetts......... C-99
Michigan C-104
Minnesota C-111
Mississippi............ C-115
Missouri C-117
Montana............. C-122
Nebraska............ C-123
Nevada............. C-127
New Hampshire C-128
New Jersey........... C-129
New Mexico C-133
New York............ C-134
North Carolina C-142
North Dakota C-148
Ohio C-150
Oklahoma C-159
Oregon.............. C-162
Pennsylvania C-164
Rhode Island C-174
South Carolina........ C-175
South Dakota......... C-179
Tennessee............ C-181
Texas C-185
Utah C-197
Vermont............ C-199
Virginia.............. C-200
Washington........... C-205
West Virginia C-210
Wisconsin C-212
Wyoming C-216

Notes:
All counties are included in *Sales & Marketing Management's Survey of Buying Power*.
Cities are included if they meet the following criteria:
- ◆ Population of 40,000 or more at the time of the 1980 Census of Population
- ◆ Central city of a metropolitan market
- ◆ Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state

The following symbols are used as indicated:
☐ County within a metropolitan area whose central cities are in another state
● Central city of a metropolitan area
Blank space in Retail Store columns indicates zero sales.
Boldface lines are metropolitan area and state totals.
Mediumface lines are county and suburban data.
Lightface lines are city data.
Italicized lines indicate metropolitan counties and central cities located in another state.

Public Works

Sell To The Active Buyers

In The Public Works Market

Our readers are the key decision makers in this market. They are responsible for specifying/purchasing equipment, materials and supplies for the design, construction, operation and maintenance of:

- Highways/streets/airports
- Water/wastewater treatment plants
- Construction/maintenance projects
- Solid wastes collection/disposal
- Sewer/water/drainage projects
- Street lighting/traffic control
- Snow/ice control
- Recreational facilities/programs
- Air pollution control
- And many other vital operations

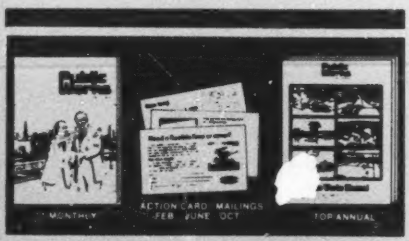
Attach your business card to ad and we will send you free booklets on:

☐ **"How To Sell The Public Works Market"**

☐ **Public Works "Market Research Studies"**

☐ **Research Study on Reading Habits**

Public Works
PUBLICATIONS
Post Office Box 688
Ridgewood, N. J. 07451
(201) 445-5800



Alphabetical listing of S&MM's 314 metropolitan markets

The 314 Sales & Marketing Management metropolitan markets, with their component counties, are listed here in alphabetical order. While the markets appear with the appropriate states in this section, they are shown here for the benefit of the many readers who compile alphabetical lists on worksheets.

The metro area definitions conform with the sweeping revisions announced last month by the federal government's Office of Management and Budget (OMB). While OMB designated individual markets as Metropolitan Statistical Areas (MSA) and Primary Metropolitan Statistical Areas (PMSA), the list shown here ignores the distinctions and groups the two types together in the interests of simplicity and consistency. However, S&MM adheres to OMB's county definitions for all metro areas outside of New England. While OMB uses cities and towns for defining New England metros, S&MM uses full counties because more data for intercensal years are available on that basis and marketers use such geographical units to design sales territories. The Definition of Terms, page A-48, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro areas should compare the county composition shown here with that of previous *Surveys*. Besides making county changes in more than 80 markets, OMB also created 16 new metros, changed the names of 43 areas, and merged several areas. The article on page A-16 provides a full explanation of the criteria and concepts OMB used in making its revisions and also itemizes the different types of changes made by OMB.

The area name appears in boldface type, component counties in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton*
Alton - Granite City, IL — Jersey, Madison*
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn)
Augusta, GA —
  Georgia Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver

Belleville, IL (See East St. Louis - Belleville)

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bergen - Passaic, NJ — Bergen, Passaic*

Bethlehem, PA (See Allentown - Bethlehem)

Billings, MT — Yellowstone

Biloxi - Gulfport, MS — Hancock, Harrison*

Binghamton, NY — Broome*, Tioga

Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)

Boise, ID — Ada

Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder - Longmont, CO — Boulder

Bradenton, FL — Manatee

Brazoria, TX — Brazoria

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Middletown - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Brownsville - Harlingen, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls

Burlington, NC — Alamance

Burlington, VT — Chittenden*, Grand Isle

Canton, OH — Carroll, Stark*

Casper, WY — Natrona

Cedar Falls, IA (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, SC — Berkeley, Charleston*, Dorchester

Charleston, WV — Kanawha*, Putnam

Charlotte - Gastonia - Rock Hill, NC - SC —
North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union.
South Carolina Portion — York*

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
Georgia Portion — Catoosa, Dade, Walker
Tennessee Portion — Hamilton*, Marion, Sequatchie

Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA — Butte

Cincinnati, OH —
Indiana Portion — Dearborn
Kentucky Portion — Boone, Campbell, Kenton
Ohio Portion — Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH

Clarksville - Hopkinsville, TN - KY —
Kentucky Portion — Christian*
Tennessee Portion — Montgomery*

Clearwater, FL (See Tampa - St. Petersburg - Clearwater)

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH

College Station, TX (See Bryan - College Station)

Colorado Springs, CO — El Paso

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
Alabama Portion — Russell
Georgia Portion — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
Maryland Portion — Allegany*
West Virginia Portion — Mineral

Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
Illinois Portion — Henry, Rock Island*
Iowa Portion — Scott*

Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)

Denison, TX (See Sherman - Denison)

Denver, CO — Adams, Arapahoe, Denver*, Douglas, Gilpin, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
Minnesota Portion — St. Louis*
Wisconsin Portion — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

East St. Louis - Belleville, IL — Clinton, St. Clair*

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
Indiana Portion — Posey, Vanderburgh*, Warrick
Kentucky Portion — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
Minnesota Portion — Clay*
North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville - Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
Arkansas Portion — Crawford, Sebastian*
Oklahoma Portion — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, De Kalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND — Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Granite City, IL (See Alton - Granite City)

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston - Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond)

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston - Salem - High Point)

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Honolulu, HI — Honolulu
Hopkinsville, TN (See Clarksville - Hopkinsville)
Houma - Thibodaux, LA — Lafourche*, Terrebonne*
Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX
Huntington-Ashland, WV-KY—
  Kentucky Portion — Boyd*, Carter, Greenup
  Ohio Portion — Lawrence
  West Virginia Portion — Cabell*, Wayne
Huntsville, AL — Madison
Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

INDIANAPOLIS - ANDERSON CONSOLIDATED AREA — Metro Areas: Indianapolis, Anderson, IN
Iowa City, IA — Johnson
Jackson, MI — Jackson
Jackson, MS — Hinds*, Madison, Rankin
Jacksonville, FL — Clay, Duval*, Nassau, St. Johns
Jacksonville, NC — Onslow
Janesville-Beloit, WI—Rock
Jersey City, NJ — Hudson
Johnson City - Kingsport - Bristol, TN - VA —
  Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
  Virginia Portion — Bristol*, Scott, Washington
Johnstown, PA — Cambria*, Somerset
Joliet, IL — Grundy, Will*
Joplin, MO — Jasper*, Newton
Kalamazoo, MI — Kalamazoo
Kankakee, IL — Kankakee
Kansas City, KS — Johnson, Leavenworth, Miami, Wyandotte*
Kansas City, MO — Cass, Clay, Jackson*, Lafayette, Platte, Ray

KANSAS CITY, MO - KANSAS CITY, KS, CONSOLIDATED AREA — Metro Areas: Kansas City, KS; Kansas City, MO
Kennewick, WA (See Richland - Kennewick - Pasco)
Kenosha, WI — Kenosha
Killeen - Temple, TX — Bell*, Coryell
Kingsport, TN (See Johnson City - Kingsport - Bristol)
Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*. Sevier, Union
Kokomo, IN — Howard*, Tipton
La Crosse, WI — La Crosse
Lafayette, IN — Tippecanoe
Lafayette, LA — Lafayette, St. Martin
Lake Charles, LA — Calcasieu
Lake County, IL — Lake
Lakeland - Winter Haven, FL — Polk
Lancaster, PA — Lancaster
Lansing - East Lansing, MI — Clinton, Eaton, Ingham*
Laredo, TX — Webb
Las Cruces, NM — Dona Ana
Las Vegas, NV — Clark
Lawrence, KS — Douglas
Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Lawton, OK — Comanche
Leominster, MA (See Worcester - Fitchburg - Leominster)
Lewiston - Auburn, ME — Androscoggin
Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
Lima, OH — Allen*, Auglaize
Lincoln, NE — Lancaster
Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline
Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)
Long Beach, CA (See Los Angeles - Long Beach)
Longmont, CO (See Boulder - Longmont)
Longview - Marshall, TX — Gregg*, Harrison*
Lorain - Elyria, OH — Lorain
Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA
Louisville, KY —
  Indiana Portion — Clark, Floyd, Harrison
  Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby
Loveland, CO (See Fort Collins - Loveland)
Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Lubbock, TX — Lubbock
Lynchburg, VA — Amherst, Campbell, Lynchburg*
McAllen - Edinburg - Mission, TX — Hidalgo
Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach
Madison, WI — Dane
Manchester - Nashua, NH — Hillsborough
Mansfield, OH — Richland
Marietta, OH (See Parkersburg - Marietta)
Marshall, TX (See Longview - Marshall)
Medford, OR — Jackson
Melbourne - Titusville - Palm Bay, FL — Brevard
Memphis, TN —
  Arkansas Portion — Crittenden
  Mississippi Portion — DeSoto
  Tennessee Portion — Shelby*, Tipton
Meriden, CT (See New Haven - Waterbury - Meriden)
Miami - Hialeah, FL — Dade
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL
Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford - New Britain - Middletown - Bristol)
Middletown, OH (See Hamilton - Middletown)
Midland, MI (See Saginaw - Bay City - Midland)
Midland, TX — Midland
Millville, NJ (See Vineland - Millville - Bridgeton)
Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha
MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI
Minneapolis - St. Paul, MN —
  Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington, Wright
  Wisconsin Portion — St. Croix
Mishawaka, IN (See South Bend - Mishawaka)
Mission, TX (See McAllen - Edinburg - Mission)
Mobile, AL — Baldwin, Mobile*
Modesto, CA — Stanislaus
Moline, IL (See Davenport - Rock Island - Moline)
Monmouth - Ocean, NJ — Monmouth, Ocean
Monroe, LA — Ouachita
Monterey, CA (See Salinas - Seaside - Monterey)
Montgomery, AL — Autauga, Elmore, Montgomery*
Moorhead, MN (See Fargo - Moorhead)
Muncie, IN — Delaware
Muskegon, MI — Muskegon
Napa, CA (See Vallejo - Fairfield - Napa)
Nashua, NH (See Manchester - Nashua)
Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY — Nassau, Suffolk
Neenah, WI (See Appleton - Oshkosh - Neenah)
Newark, NJ — Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA — Bristol
New Britain, CT (See Hartford - New Britain - Middletown - Bristol)
New Haven - Waterbury - Meriden, CT — New Haven
New London - Norwich, CT — New London
New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk - Virginia Beach - Newport News)
New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY
Niagara Falls, NY — Niagara
Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington - Normal)
North Little Rock, AR (See Little Rock - North Little Rock)
Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Norwich, CT (See New London - Norwich)
Oakland, CA — Alameda*, Contra Costa
Ocala, FL — Marion
Odessa, TX — Ector
Ogden, UT (See Salt Lake City - Ogden)
Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA — Thurston
Omaha, NE —
  Iowa Portion — Pottawatamie
  Nebraka Portion — Douglas*, Sarpy, Washington
Orange County, NY — Orange
Orem, UT (See Provo - Orem)
Orlando, FL — Orange*, Osceola, Seminole
Oshkosh, WI (See Appleton - Oshkosh - Neenah)
Owensboro, KY — Daviess
Oxnard - Ventura, CA — Ventura
Palm Bay, FL (See Melbourne - Titusville - Palm Bay)
Panama City, FL — Bay

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington*
West Virginia Portion — Wood*
Pascagoula, MS — Jackson
Pasco, WA (See Richland - Kennewick - Pasco)
Passaic, NJ (See Bergen - Passaic)
Pawtucket, RI (See Providence - Pawtucket - Woonsocket)
Pensacola, FL — Escambia*, Santa Rosa
Peoria, IL — Peoria*, Tazewell, Woodford
Petersburg, VA (See Richmond - Petersburg)
Philadelphia, PA —
New Jersey Portion — Burlington, Camden, Gloucester
Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE
Phoenix, AZ — Maricopa
Pine Bluff, AR — Jefferson
Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA — Berkshire
Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Port Arthur, TX (See Beaumont - Port Arthur)
Portland, ME — Cumberland
Portland, OR — Clackamas, Multnomah*, Washington, Yamhill
PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA
Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*
Poughkeepsie, NY — Dutchess
Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington
Provo - Orem, UT — Utah
Pueblo, CO — Pueblo
Racine, WI — Racine
Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign - Urbana - Rantoul)
Reading, PA — Berks
Redding, CA — Shasta
Reno, NV — Washoe
Richland - Kennewick - Pasco, WA — Benton*, Franklin
Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA — Riverside*, San Bernardino*
Roanoke VA — Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN — Olmsted
Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL — Boone, Winnebago*
Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)
Rock Island, IL (See Davenport - Rock Island - Moline)
Rome, NY (See Utica - Rome)
Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*
St. Cloud, MN — Benton, Sherburne, Stearns*
St. Joseph, MO — Buchanan
St. Louis, MO —
Illinois Portion — Monroe
Missouri Portion — Jefferson, St. Charles, St. Louis, St. Louis City*

ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA — Metro Areas: Alton - Granite City, East St. Louis - Belleville, IL; St. Louis, MO
St. Paul, MN (See Minneapolis - St. Paul)
St. Petersburg, FL (See Tampa - St. Petersburg)
Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Salem, OR — Marion*, Polk
Salinas - Seaside - Monterey, CA — Monterey
Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*
San Angelo, TX — Tom Green
San Antonio, TX — Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside - San Bernardino)
San Diego, CA — San Diego
San Francisco, CA — Marin, San Francisco*, San Mateo
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA
San Jose, CA — Santa Clara
Santa Ana, CA (See Anaheim - Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara
Santa Cruz, CA — Santa Cruz
Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)
Santa Rosa - Petaluma, CA — Sonoma
Sarasota, FL — Sarasota
Savannah, GA — Chatham*, Effingham
Schenectady, NY (See Albany - Schenectady - Troy)
Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas - Seaside - Monterey)
Seattle, WA — King*, Snohomish
SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA
Sharon, PA — Mercer
Sheboygan, WI — Sheboygan
Sherman - Denison, TX — Grayson
Shreveport, LA — Bossier, Caddo*
Sioux City, IA —
Iowa Portion — Woodbury*
Nebraska Portion — Dakota
Sioux Falls, SD — Minnehaha
South Bend - Mishawaka, IN — St. Joseph
Spartanburg, SC (See Greenville - Spartanburg)
Spokane, WA — Spokane
Springdale, AR (See Fayetteville - Springdale)
Springfield, IL — Menard, Sangamon*
Springfield, MA — Hampden*, Hampshire
Springfield, MO — Christian, Greene*
Springfield, OH (See Dayton - Springfield)
Springfield, OR (See Eugene - Springfield)
Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)
State College, PA — Centre
Steubenville - Weirton, OH - WV —
Ohio Portion — Jefferson*
West Virginia Portion — Brooke, Hancock*
Stockton, CA — San Joaquin
Syracuse, NY — Madison, Onondaga*, Oswego
Tacoma, WA — Pierce
Tallahassee, FL — Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL — Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen - Temple)
Terre Haute, IN — Clay, Vigo*
Texarkana, TX - AR —
Arkansas Portion — Miller*
Texas Portion — Bowie*
Texas City, TX (See Galveston - Texas City)
Titusville, FL (See Melbourne - Titusville - Palm Bay)
Toledo, OH — Fulton, Lucas*, Wood
Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare
Waco, TX — McLennan
Warren, OH (See Youngtown - Warren)
Washington, DC —
District of Columbia Portion — District of Columbia*
Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
Ohio Portion — Belmont
West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
Delaware Portion — New Castle*
Maryland Portion — Cecil
New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lakeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

ALABAMA

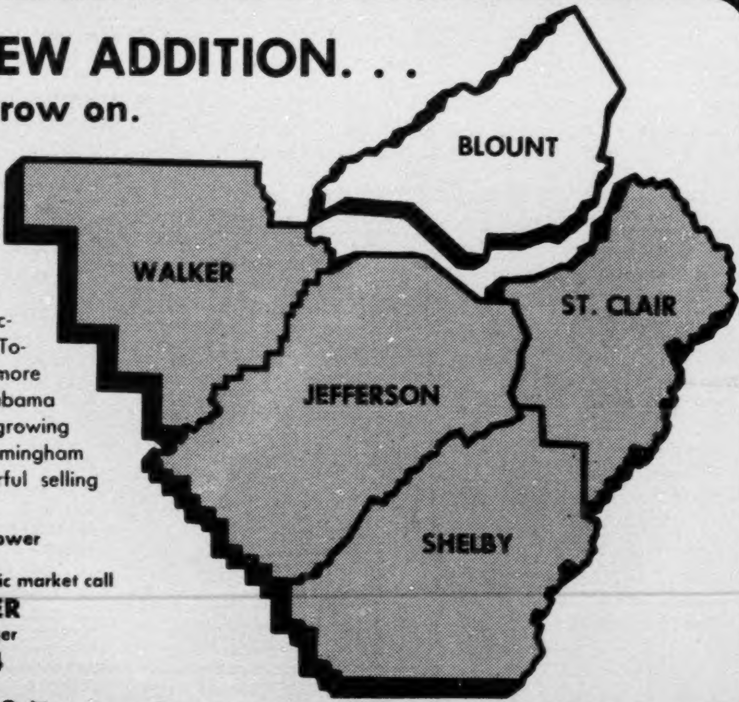
ALA. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**122.4**	**.0525**	**28.9**	**16.6**	**16.3**	**16.5**	**23.5**	**42.2**	**494,060**	**127,476**	**43,741**	**75,130**	**19,164**	**72,791**	**17,718**
Calhoun	122.4	.0525	28.9	16.6	16.3	16.5	23.5	42.2	494,060	127,476	43,741	75,130	19,164	72,791	17,718
• Anniston	29.1	.0125	33.0	10.4	15.0	15.1	31.9	11.2	312,988	91,052	19,931	36,394	9,535	64,790	11,097
SUBURBAN TOTAL	93.3	.0400	27.7	18.5	16.7	16.9	20.9	31.0	181,072	36,424	23,810	38,736	9,629	8,001	6,621
BIRMINGHAM	**903.1**	**.3871**	**31.3**	**12.3**	**17.4**	**17.0**	**26.6**	**322.0**	**4,204,954**	**974,081**	**351,224**	**598,625**	**191,966**	**700,477**	**157,896**
Blount	38.9	.0167	32.3	10.6	15.5	19.2	26.6	13.7	82,280	20,145	7,355	3,535	2,609	17,848	2,683
Jefferson	674.0	.2889	31.6	12.6	17.3	16.6	27.5	253.0	3,506,017	755,228	311,608	565,678	169,477	558,533	128,965
• Bessemer	32.2	.0138	31.9	12.1	14.8	13.7	31.7	11.7	224,299	63,380	15,921	41,441	7,714	20,584	9,151
• Birmingham	281.3	.1206	31.2	13.8	17.5	14.2	29.2	109.5	1,638,288	277,595	167,367	233,020	103,055	321,409	56,026
St. Clair	44.7	.0192	30.6	10.9	16.5	18.4	24.4	15.3	98,753	35,762	5,578	6,393	1,592	22,341	4,188
Shelby	74.1	.0317	29.0	12.6	19.4	18.7	19.6	24.8	216,935	81,833	11,512	7,319	5,890	33,624	9,419
Walker	71.4	.0306	31.7	11.2	15.5	17.5	27.5	25.2	300,969	81,113	15,171	15,700	12,398	68,131	12,641
SUBURBAN TOTAL	589.6	.2527	31.3	11.6	17.4	18.5	25.1	210.8	2,342,367	633,106	167,936	324,164	81,197	358,484	92,719
DOTHAN	**126.3**	**.0542**	**29.1**	**13.4**	**17.6**	**17.3**	**22.3**	**43.7**	**510,476**	**119,994**	**43,680**	**89,724**	**23,615**	**83,089**	**11,098**
Dale	46.7	.0201	27.0	16.9	19.0	16.0	18.8	15.0	106,666	35,226	10,665	7,769	1,374	10,920	2,416
Houston	79.6	.0341	30.5	11.3	16.8	18.1	24.4	28.7	403,810	84,768	33,015	81,955	22,241	72,169	8,682
• Dothan	52.0	.0223	30.4	11.4	17.6	18.2	23.7	19.0	367,707	71,801	31,675	69,589	21,853	70,586	7,975
SUBURBAN TOTAL	74.3	.0319	28.2	14.8	17.5	16.7	21.4	24.7	142,769	48,193	12,005	20,135	1,762	12,503	3,123
FLORENCE	**138.9**	**.0596**	**31.4**	**12.7**	**15.6**	**18.1**	**26.3**	**50.3**	**614,901**	**162,447**	**42,024**	**110,790**	**24,714**	**91,632**	**16,180**
Colbert	55.5	.0238	32.0	11.5	15.6	16.1	27.2	20.2	312,748	88,488	20,005	55,109	6,957	40,447	6,279
Lauderdale	83.4	.0358	31.0	13.5	15.6	18.1	25.7	30.1	302,153	73,959	22,019	55,681	17,757	51,185	9,901
• Florence	37.9	.0162	31.3	15.9	14.8	16.6	28.0	14.4	264,910	61,454	20,816	55,418	17,048	42,644	6,872
SUBURBAN TOTAL	101.0	.0434	31.5	11.6	16.0	18.7	25.6	35.9	349,991	100,993	21,208	55,372	7,666	48,988	9,308
GADSDEN	**104.5**	**.0448**	**32.5**	**11.1**	**15.4**	**16.9**	**29.3**	**38.1**	**441,210**	**98,600**	**37,234**	**84,574**	**20,697**	**57,372**	**14,153**
Etowah	104.5	.0448	32.5	11.1	15.4	16.9	29.3	38.1	441,210	98,600	37,234	84,574	20,697	57,372	14,153
• Gadsden	46.5	.0199	34.9	11.7	14.0	14.7	35.2	18.1	347,429	65,214	27,649	69,184	16,968	54,543	12,359
SUBURBAN TOTAL	58.0	.0249	30.9	10.8	16.6	18.7	24.5	20.0	93,781	33,386	9,585	15,390	3,729	2,829	1,794
HUNTSVILLE	**198.5**	**.0850**	**29.6**	**14.3**	**16.8**	**20.4**	**20.6**	**70.7**	**937,448**	**184,596**	**108,746**	**167,536**	**40,711**	**134,590**	**26,141**
Madison	198.5	.0850	29.6	14.3	16.8	20.4	20.6	70.7	937,448	184,596	108,746	167,536	40,711	134,590	26,141
• Huntsville	143.3	.0614	30.2	14.0	16.8	20.9	21.0	53.0	884,648	164,637	104,228	166,479	39,167	130,574	25,212
SUBURBAN TOTAL	55.2	.0236	28.3	15.2	17.0	19.0	19.5	17.7	52,800	19,959	4,518	1,057	1,544	4,016	929

WE'VE GOT A NEW ADDITION. . .

And it's one we can grow on.

Now with the addition of Blount County to Metro Birmingham we're over 900,000 people strong. We're the only Alabama market to top the half-million mark . . . and we're the only Alabama market that's almost one million strong. In 1982, Metro Birmingham's Effective Buying Income was over $7 Billion and Total Retail Sales were over $4 Billion — more than twice the amount of any other Alabama market! To Reach Alabama's strongest growing market you need The Birmingham News/Birmingham Post-Herald . . . Alabama's most powerful selling force.

SOURCE: ©S&MM 1983 Survey of Buying Power



For more information on our dynamic market call

JERRY ESSLINGER

Advertising Sales Manager

(205) 325-2154

The Birmingham News / Birmingham Post-Herald

Represented Nationally by Newhouse Newspapers.

ALA. (cont.)

ESTIMATES

	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MOBILE	459.2	.1969	29.5	12.8	16.5	16.7	24.2	161.0	2,004,581	415,391	166,060	374,777	89,355	280,963	78,954
Baldwin	83.5	.0358	31.7	10.8	14.9	17.5	27.6	29.4	349,662	92,303	22,954	27,924	13,828	41,794	12,504
Mobile	375.7	.1611	29.0	13.2	16.9	16.5	23.4	131.6	1,654,919	323,088	143,106	346,853	75,527	239,169	66,450
• Mobile	205.1	.0879	30.1	13.9	16.8	15.9	25.9	75.8	1,275,791	169,131	113,616	330,209	67,591	220,825	46,682
SUBURBAN TOTAL	254.1	.1090	28.9	11.9	16.4	17.3	22.8	85.2	728,790	246,260	52,444	44,568	21,764	60,138	32,272
MONTGOMERY	285.1	.1222	29.7	13.0	16.5	17.6	23.7	99.7	1,260,580	251,820	120,686	237,178	44,318	182,401	33,877
Autauga	34.3	.0147	29.2	12.0	14.6	20.4	21.2	11.2	94,675	28,072	7,282	12,807	1,284	13,746	4,499
Elmore	46.2	.0198	30.9	11.6	16.2	17.6	25.7	15.2	98,402	41,137	3,365	4,095	4,976	9,298	4,491
Montgomery	204.6	.0877	29.6	13.5	16.9	17.1	23.7	73.3	1,067,503	182,611	110,039	220,276	38,058	159,357	24,887
• Montgomery	187.0	.0802	29.5	13.5	17.2	16.8	23.7	67.9	1,024,090	175,293	108,434	219,788	27,797	157,992	24,887
SUBURBAN TOTAL	98.1	.0420	30.3	12.0	15.2	18.9	23.9	31.8	236,490	76,527	12,252	17,390	16,521	24,409	8,990
TUSCALOOSA	142.2	.0610	28.2	18.8	16.6	15.8	22.9	50.0	602,212	126,573	51,446	113,169	25,536	77,332	19,231
Tuscaloosa	142.2	.0610	28.2	18.8	16.6	15.8	22.9	50.0	602,212	126,573	51,446	113,169	25,536	77,332	19,231
• Tuscaloosa	77.4	.0332	26.5	25.0	16.6	13.3	22.5	27.8	443,506	66,247	44,859	66,460	22,553	63,590	14,358
SUBURBAN TOTAL	64.8	.0278	30.3	11.4	16.6	18.8	23.4	22.2	158,706	60,326	6,587	46,709	2,983	13,742	4,873
OTHER COUNTIES															
Barbour	25.2	.0108	31.1	10.2	14.4	15.2	29.2	8.6	76,070	21,664	4,011	10,482	2,671	11,939	3,769
Bibb	16.1	.0069	30.5	11.3	14.4	16.7	26.9	5.6	30,386	10,515	1,928	1,618	628	8,302	1,251
Bullock	10.3	.0044	30.5	10.9	13.5	13.7	30.3	3.5	34,495	11,398	722	4,394	552	2,834	886
Butler	21.5	.0092	32.4	10.0	13.4	14.8	31.8	7.5	70,986	26,907	4,267	6,041	2,600	5,509	3,471
Chambers	39.5	.0169	32.4	10.5	14.4	15.7	30.6	14.0	123,257	41,124	8,636	10,229	4,951	13,031	5,608
Cherokee	19.7	.0084	32.8	11.3	14.9	18.5	28.2	6.8	59,274	18,879	2,395	2,783	536	10,286	2,779
Chilton	31.8	.0137	31.9	11.1	14.9	17.6	27.8	11.5	93,120	37,855	4,441	2,951	4,585	12,292	4,312
Choctaw	16.6	.0071	29.8	10.5	13.8	16.4	26.4	5.5	44,320	13,968	7,475	1,668	777	6,101	1,102
Clarke	27.7	.0119	29.5	11.0	14.1	16.2	26.1	9.1	111,305	36,188	6,381	11,681	6,849	14,333	4,940
Clay	13.9	.0059	32.8	10.5	13.6	17.0	30.0	4.8	31,296	11,492	1,659	2,166	464	3,467	1,270
Cleburne	13.0	.0056	32.3	11.0	14.9	18.3	27.6	4.8	27,322	7,028	2,593	2,085	100	7,456	2,099
Coffee	39.1	.0167	31.6	11.1	16.3	18.4	26.0	13.9	168,776	40,005	6,960	15,257	8,854	37,897	5,977
Conecuh	15.9	.0069	31.5	11.2	13.5	14.2	31.1	5.5	28,113	10,995	376	1,768	105	3,719	695
Coosa	11.5	.0049	32.5	10.9	13.6	16.2	30.5	4.2	7,519	2,669	182	53	28	364	445
Covington	37.5	.0161	35.5	10.4	13.3	16.9	33.7	14.4	139,063	42,945	6,848	12,242	6,522	20,050	6,888
Crenshaw	14.3	.0061	33.8	10.3	13.4	15.3	33.1	5.2	28,930	10,164	710	1,566	608	4,918	973

ALABAMA'S SECOND LARGEST...

METRO MOBILE

After Birmingham... MOBILE RANKS FIRST in Alabama in:

POPULATION	459,200
HOUSEHOLDS	161,000
EBI	$3,650,624,000
TOTAL RETAIL SALES	$2,004,581,000

SOURCE: S&MM 1983 Survey of Buying Power

Press Register

represented by Newhouse Newspapers

ALA. (cont.) [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Cullman	64.5	.0276	32.7	10.9	14.9	18.2	28.4	23.2	252,522	74,661	12,372	14,223	10,258	41,743	7,567
Dallas	52.8	.0226	28.7	12.1	14.2	15.2	25.8	17.7	201,617	51,648	12,094	24,953	10,269	29,814	7,391
De Kalb	56.6	.0242	32.5	10.9	15.2	17.7	28.4	20.8	173,122	51,692	5,712	7,179	8,618	44,845	8,610
Escambia	39.3	.0169	30.8	11.4	15.8	17.3	26.0	13.0	127,511	31,778	7,112	18,578	6,692	16,261	6,225
Fayette	19.5	.0083	33.0	10.8	14.4	17.2	29.9	7.0	60,171	22,703	1,787	3,073	1,505	8,628	2,547
Franklin	29.4	.0126	33.3	10.9	14.9	18.3	29.2	10.8	101,044	27,889	4,475	6,344	4,272	19,660	4,175
Geneva	24.6	.0106	33.2	10.3	14.0	17.2	30.3	8.8	64,401	28,634	1,072	8,622	1,642	7,772	2,234
Greene	11.0	.0047	28.6	11.4	12.5	12.9	29.1	3.6	25,980	6,817	1,248	3,121	305	6,349	820
Hale	15.5	.0066	29.5	11.6	12.7	13.2	29.8	5.0	24,384	11,574	489	1,648	176	4,032	764
Henry	15.7	.0068	32.1	10.1	15.1	15.7	29.9	5.5	41,030	13,749	1,448	3,312	1,240	2,783	1,042
Jackson	54.6	.0234	30.5	11.5	17.0	18.7	23.6	19.1	165,946	55,821	8,495	20,869	7,732	26,361	4,740
Lamar	16.9	.0072	33.1	10.4	14.0	17.6	29.7	6.1	44,922	16,370	1,042	2,933	1,285	6,487	2,433
Lawrence	30.6	.0131	29.8	10.9	15.3	17.7	24.4	10.3	49,543	21,675	1,555	2,020	2,472	3,717	2,619
Lee	79.4	.0340	24.7	26.9	15.9	15.1	18.0	29.3	307,724	59,647	27,782	56,382	12,046	56,919	8,118
Limestone	46.8	.0201	30.4	12.0	15.6	18.4	24.5	15.8	140,007	43,016	7,070	12,701	6,540	18,988	5,760
Lowndes	13.3	.0057	24.8	12.5	12.6	13.2	23.8	3.8	26,662	9,472	909	1,821	90	2,521	393
Macon	27.2	.0117	27.8	18.0	13.8	12.3	27.8	8.5	44,670	16,523	3,186	1,345	1,456	4,327	3,133
Marengo	25.2	.0108	30.1	10.8	13.5	15.2	28.1	8.4	82,453	30,345	3,269	8,351	3,356	9,134	2,482
Marion	31.6	.0136	32.7	10.7	14.9	18.0	28.6	11.4	74,273	26,326	4,022	4,742	3,065	10,799	6,239
Marshall	68.2	.0292	32.5	11.3	15.3	18.5	27.6	25.1	310,593	100,615	14,635	27,491	8,772	84,035	7,306
Monroe	23.0	.0098	29.5	10.7	14.1	15.5	26.7	7.6	59,601	18,984	2,473	7,910	2,108	7,251	2,446
Morgan	93.0	.0399	30.9	11.3	16.5	18.9	24.4	33.2	340,599	78,428	27,635	35,898	18,572	57,211	12,448
Decatur	43.3	.0186	31.1	11.6	16.8	18.8	24.7	16.1	263,261	51,897	22,041	33,149	14,474	49,785	8,980
Perry	14.8	.0063	28.6	13.0	11.9	13.6	28.8	4.6	25,148	8,533	943	1,723	676	3,472	1,284
Pickens	21.7	.0093	31.2	10.9	13.4	15.8	29.1	7.2	52,470	25,329	1,048	3,007	1,995	6,915	1,463
Pike	28.6	.0123	29.0	18.3	13.1	14.4	27.7	9.9	89,992	27,051	6,351	9,833	1,614	17,124	3,399
Randolph	20.4	.0087	32.9	10.8	13.7	16.0	31.1	7.2	51,904	17,247	1,590	4,909	1,723	8,298	2,461
☐ Russell	47.5	.0204	30.4	12.2	15.5	17.0	25.9	16.8	124,308	38,422	11,365	16,785	1,835	12,885	5,756
Sumter	16.8	.0072	26.9	14.7	12.6	12.2	27.6	5.4	40,576	12,759	1,672	4,102	1,210	3,713	1,412
Talladega	75.4	.0323	29.6	12.1	14.7	16.4	25.6	25.3	234,847	75,264	18,877	28,759	9,057	32,879	13,805
Tallapoosa	39.6	.0170	32.7	10.2	14.7	16.5	30.1	14.0	116,945	39,021	6,411	12,004	6,625	15,967	5,052
Washington	17.0	.0073	28.5	11.3	15.1	16.8	23.4	5.6	24,057	8,207	872	1,013	560	2,897	998
Wilcox	14.3	.0061	27.4	10.8	12.5	12.5	28.0	4.4	29,221	10,268	1,165	2,462	401	3,461	654
Winston	23.2	.0099	32.1	10.6	15.3	19.0	26.5	8.3	77,598	24,188	2,716	8,180	2,319	11,328	2,494
TOTAL METRO COUNTIES	2,527.7	1.0837	30.3	13.2	16.8	17.3	24.9	904.5	11,194,730	2,499,400	976,206	1,868,288	481,911	1,693,532	381,004
TOTAL STATE	3,991.8	1.7110	30.5	12.9	16.0	17.0	25.7	1,415.3	15,730,495	3,889,430	1,227,317	2,304,780	661,392	2,431,721	559,983

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	903,100	$ 7,426,342,000	$ 4,204,945,000
2	MOBILE	459,200	3,650,624,000	2,004,581,000
3	THE GREATER HUNTSVILLE MARKET*	313,500	2,557,416,000	1,388,048,000
4	MONTGOMERY	285,000	2,250,473,000	1,260,580,000

*Madison, Limestone & Marshall

SOURCE: S&MM 1983 Survey of Buying Power

Huntsville

Huntsville Times & News

ALABAMA'S THIRD LARGEST DAILY NEWSPAPER*

Represented by Newhouse Newspapers.

*ABC 3/31/83

ALA.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**906,828**	**17,914**	**29.0**	**30.8**	**10.6**	**2.9**	**.0449**
Calhoun	906,828	17,914	29.0	30.8	10.6	2.9	.0449
• Anniston	220,526	15,423	28.6	24.4	10.0	4.1	.0161
SUBURBAN TOTAL	686,302	18,737	29.1	33.1	10.9	2.4	.0288
BIRMINGHAM	**7,426,342**	**19,276**	**26.4**	**30.2**	**12.8**	**5.1**	**.3633**
Blount	244,278	15,705	31.6	28.2	7.3	1.6	.0113
Jefferson	5,797,336	19,646	25.8	30.0	13.4	5.7	.2869
• Bessemer	210,580	14,742	24.8	25.8	9.1	2.9	.0137
• Birmingham	2,052,671	15,263	28.9	25.5	9.2	3.0	.1161
St. Clair	283,124	16,670	31.9	31.2	6.9	1.8	.0131
Shelby	604,350	22,468	23.6	34.5	15.8	5.3	.0262
Walker	497,254	17,167	28.5	29.7	10.0	2.8	.0258
SUBURBAN TOTAL	5,163,091	21,696	25.1	33.0	14.9	6.3	.2335
DOTHAN	**909,172**	**17,349**	**31.0**	**29.7**	**9.1**	**3.4**	**.0457**
Dale	314,888	16,643	33.6	28.9	8.1	2.3	.0142
Houston	594,284	17,770	29.7	30.2	9.5	3.9	.0315
• Dothan	421,688	18,859	29.2	30.9	10.7	5.1	.0242
SUBURBAN TOTAL	487,484	16,288	32.5	28.8	7.8	2.0	.0215
FLORENCE	**1,063,879**	**18,741**	**27.5**	**31.3**	**12.0**	**3.4**	**.0534**
Colbert	410,420	18,327	28.6	31.8	11.0	2.5	.0229
Lauderdale	653,459	19,058	26.8	30.9	12.7	4.0	.0305
• Florence	316,109	18,733	26.5	28.7	13.8	4.3	.0178
SUBURBAN TOTAL	747,770	18,744	27.9	32.4	11.3	3.0	.0356
GADSDEN	**741,230**	**16,224**	**28.4**	**28.5**	**9.4**	**2.8**	**.0381**
Etowah	741,230	16,224	28.4	28.5	9.4	2.8	.0381
• Gadsden	339,348	14,376	28.0	24.1	9.0	3.4	.0213
SUBURBAN TOTAL	401,882	17,886	28.7	32.4	9.8	2.3	.0168
HUNTSVILLE	**1,818,417**	**22,156**	**25.4**	**30.1**	**16.6**	**8.6**	**.0844**
Madison	1,818,417	22,156	25.4	30.1	16.6	8.6	.0844
• Huntsville	1,412,473	23,244	24.1	29.8	18.0	9.8	.0689
SUBURBAN TOTAL	405,944	19,472	29.0	31.5	12.2	4.9	.0155
MOBILE	**3,650,624**	**19,634**	**26.1**	**30.4**	**13.3**	**5.4**	**.1782**
Baldwin	643,409	19,048	28.3	30.8	12.3	4.4	.0315
Mobile	3,007,215	19,774	25.5	30.4	13.5	5.6	.1467
• Mobile	1,770,372	19,603	25.9	29.1	13.2	6.7	.0932
SUBURBAN TOTAL	1,880,252	19,660	26.2	31.6	13.4	4.2	.0850
MONTGOMERY	**2,250,473**	**19,202**	**27.2**	**30.3**	**12.5**	**5.2**	**.1108**
Autauga	260,201	21,797	22.7	34.6	16.0	4.1	.0115
Elmore	308,736	17,913	28.7	32.2	8.6	3.4	.0138
Montgomery	1,681,536	19,095	27.6	29.2	12.7	5.8	.0855
• Montgomery	1,548,721	19,129	27.8	29.5	12.7	5.6	.0796
SUBURBAN TOTAL	701,752	19,362	26.0	31.9	12.0	4.5	.0312
TUSCALOOSA	**1,015,239**	**16,881**	**26.7**	**28.5**	**10.1**	**3.8**	**.0521**
Tuscaloosa	1,015,239	16,881	26.7	28.5	10.1	3.8	.0521
• Tuscaloosa	545,572	14,881	26.4	24.7	8.8	4.3	.0313
SUBURBAN TOTAL	469,667	19,291	27.0	33.4	11.6	3.1	.0208
OTHER COUNTIES							
Barbour	136.161	12,491	29.6	21.0	5.4	2.4	.0075
Bibb	88,759	13,786	32.8	25.0	4.4	1.1	.0041

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bullock	50,176	10,761	30.0	16.8	3.7	2.6	.0030
Butler	117,858	12,707	32.5	21.0	3.8	2.7	.0064
Chambers	261,279	16,257	29.4	29.6	8.4	2.1	.0128
Cherokee	120,620	14,945	32.4	28.1	5.2	1.7	.0061
Chilton	204,000	15,332	31.5	27.1	6.6	2.1	.0099
Choctaw	96,085	13,241	24.4	23.6	8.4	2.6	.0048
Clarke	163,158	14,615	27.0	25.9	7.5	2.8	.0092
Clay	81,008	14,179	31.4	26.2	5.0	1.7	.0039
Cleburne	84,758	15,976	32.5	29.9	6.1	1.5	.0038
Coffee	279,080	18,153	27.2	32.7	8.7	3.5	.0143
Conecuh	83,310	11,346	27.5	20.9	3.4	2.5	.0040
Coosa	71,726	14,318	31.4	26.7	4.3	1.9	.0029
Covington	225,243	13,034	32.2	23.0	4.0	1.8	.0122
Crenshaw	68,443	10,087	30.3	16.3	2.5	1.3	.0035
Cullman	414,919	14,898	32.0	25.9	6.5	2.5	.0220
Dallas	285,223	12,668	29.7	21.6	6.1	1.9	.0166
De Kalb	352,624	14,100	30.1	26.6	5.1	1.8	.0177
Escambia	240,411	14,974	28.4	27.2	7.7	2.3	.0123
Fayette	135,974	16,677	27.4	29.5	7.9	3.6	.0064
Franklin	195,633	15,337	28.4	27.3	7.9	2.5	.0098
Geneva	165,542	14,768	27.4	27.5	6.4	2.7	.0077
Greene	50,150	9,701	27.2	15.6	3.6	2.5	.0028
Hale	69,756	10,018	26.7	17.0	4.5	1.8	.0036
Henry	89,645	13,802	32.3	25.2	4.7	1.7	.0045
Jackson	359,127	16,884	30.0	31.3	7.9	1.8	.0175
Lamar	106,030	15,339	30.8	29.6	5.0	1.9	.0051
Lawrence	196,313	16,735	25.6	29.8	10.1	2.4	.0085
Lee	573,557	15,466	26.1	25.6	9.6	3.9	.0284
Limestone	322,469	17,902	28.4	30.2	10.1	4.0	.0152
Lowndes	50,332	9,827	28.1	15.8	4.1	1.2	.0032
Macon	142,521	11,922	27.3	19.2	7.7	2.8	.0068
Marengo	139,066	12,708	24.2	23.5	7.8	2.3	.0077
Marion	197,871	15,294	32.6	27.3	5.2	2.2	.0092
Marshall	416,530	14,227	32.7	24.5	6.2	1.5	.0239
Monroe	139,178	14,862	27.0	26.1	8.5	2.8	.0067
Morgan	731,832	19,904	26.4	32.6	13.4	3.8	.0341
Decatur	378,866	21,711	23.5	32.4	16.6	4.8	.0196
Perry	61,157	9,616	27.3	16.5	3.2	1.5	.0034
Pickens	122,337	13,905	30.5	24.7	6.0	1.9	.0061
Pike	154,213	11,989	29.0	22.0	4.4	1.9	.0083
Randolph	115,525	13,725	30.9	25.3	5.3	1.3	.0060
☐ Russell	277,677	14,031	29.9	25.5	6.1	1.7	.0137
Sumter	84,268	11,244	26.1	19.8	6.4	1.9	.0046
Talladega	487,155	16,553	29.1	29.0	9.1	2.6	.0240
Tallapoosa	244,050	14,904	33.0	27.3	5.7	1.4	.0121
Washington	100,004	16,158	25.7	32.2	6.9	1.5	.0044
Wilcox	67,279	11,248	27.6	17.4	6.2	2.7	.0036
Winston	137,462	13,897	33.6	24.6	5.0	2.0	.0072
TOTAL METRO COUNTIES	**20,059,831**	**18,974**	**26.9**	**30.1**	**12.4**	**4.9**	**.9846**
TOTAL STATE	**29,139,692**	**17,356**	**27.7**	**28.7**	**10.5**	**4.0**	**1.4424**

ALASKA

ALASKA

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**196.3**	**.0841**	**27.2**	**14.9**	**24.2**	**20.4**	**10.6**	**72.1**	**1,500,866**	**408,105**	**200,619**	**238,992**	**39,824**	**138,890**	**88,814**
Anchorage	196.3	.0841	27.2	14.9	24.2	20.4	10.6	72.1	1,500,866	408,105	200,619	238,992	39,824	138,890	88,814
• Anchorage	196.3	.0841	27.2	14.9	24.2	20.4	10.6	72.1	1,500,866	408,105	200,619	238,992	39,824	138,890	88,814
OTHER COUNTIES															
Aleutian Islands	8.1	.0035	25.0	26.2	28.3	15.4	6.4	1.7	11,283	176	4,409	5,919	31		
Bethel	11.7	.0051	22.9	14.5	18.3	15.4	12.0	3.1	32,423	14,062	3,571	9,921		868	
Bristol Bay	1.1	.0004	27.4	22.9	26.6	20.5	9.4	.3	3,539	1,013	2,203				
Dillingham	5.1	.0022	24.1	15.0	19.3	16.6	12.2	1.6	9,901	4,781	1,347	1,969		103	
Fairbanks North Star	58.6	.0251	26.5	16.6	25.2	18.5	10.1	20.9	507,167	118,633	85,843	43,703	13,420	50,242	22,219
Haines	1.8	.0008	29.5	9.4	21.0	21.4	17.1	.6	7,805	1,971	1,324	144		84	
Juneau	22.4	.0096	28.9	11.8	24.2	21.1	14.2	8.2	119,846	37,023	18,167	2,240	2,223	8,917	4,612
Kenai Peninsula	31.4	.0135	27.7	11.6	22.5	19.8	13.7	10.8	204,717	72,515	19,411	11,841	1,533	16,190	8,417
Ketchikan Gateway	12.1	.0052	29.0	12.4	20.2	19.6	18.2	4.5	92,340	26,155	19,051	4,421	3,378	5,256	4,753

ALASKA (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kobuk	5.2	.0022	22.6	14.8	17.8	13.7	13.3	1.4	13,806	1,770	2,445	7,109		145	
Kodiak Island	11.6	.0050	26.7	16.3	25.9	18.0	10.6	3.7	68,594	25,886	11,122	217	1,461	5,133	1,630
Matanuska - Susitna	23.8	.0102	27.8	9.7	21.6	20.4	14.1	8.0	76,819	23,977	7,757	13,511	312	5,452	2,069
Nome	7.0	.0030	24.3	14.1	18.6	15.8	14.2	2.0	34,446	10,957	4,477	6,410	55	306	355
North Slope	4.7	.0020	25.6	15.4	21.8	18.0	11.5	1.1	51,410	118	40,843	10,327	25		
Prince of Wales - Outer Ketchikan	3.9	.0016	26.6	13.3	20.2	18.9	14.1	1.2	7,389	2,710	2,481	878	44		
Sitka	8.8	.0038	27.3	13.6	21.3	19.7	13.9	2.8	47,123	12,867	6,135	4,020	1,956	2,097	2,947
Skagway - Yakutat - Angoon	3.9	.0017	27.5	11.1	23.0	17.7	15.0	1.2	12,884	4,639	3,088	1,169	36	37	
Southeast Fairbanks	6.4	.0027	25.4	15.3	23.8	17.9	9.1	1.9	13,770	4,842	1,654	498	39	197	
Valdez - Cordova	9.8	.0042	28.3	12.8	23.4	20.7	13.7	3.4	70,454	23,628	16,719	1,789	94	664	1,988
Wade Hampton	5.1	.0022	21.0	14.4	15.8	13.5	12.5	1.1	12,794	8,416	1,886	1,260		121	
Wrangell - Petersburg	6.8	.0029	28.3	12.3	22.2	18.1	17.1	2.2	29,995	15,098	4,030	1,488	39	80	416
Yukon - Koyukuk	8.4	.0036	26.3	13.9	22.9	17.4	12.6	2.5	27,507	8,943	4,987	452	48	244	
TOTAL METRO COUNTIES	**196.3**	**.0841**	**27.2**	**14.9**	**24.2**	**20.4**	**10.6**	**72.1**	**1,500,866**	**408,105**	**200,619**	**238,992**	**39,824**	**138,890**	**88,814**
TOTAL STATE	**454.0**	**.1946**	**26.9**	**14.4**	**23.5**	**19.4**	**11.7**	**156.3**	**2,956,878**	**828,285**	**463,569**	**368,278**	**64,518**	**235,026**	**138,220**

ALASKA

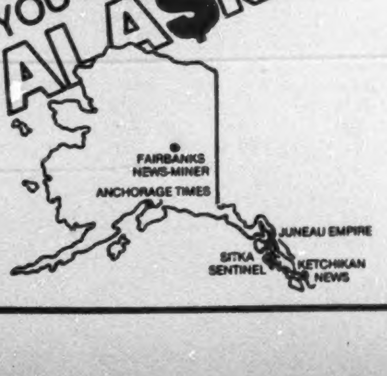
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ANCHORAGE	**2,536,781**	**32,123**	**17.9**	**26.8**	**22.8**	**22.3**	**.1162**
Anchorage	2,536,781	32,123	17.9	26.8	22.8	22.3	.1162
• Anchorage	2,536,781	32,123	17.9	26.8	22.8	22.3	.1162
OTHER COUNTIES							
Aleutian Islands	85,931	20,295	33.0	27.9	13.4	9.5	.0030
Bethel	71,865	17,282	26.1	22.6	13.6	8.1	.0035
Bristol Bay	18,533	34,875	8.0	33.0	23.7	26.0	.0006
Dillingham	40,907	20,379	21.8	25.3	11.4	13.9	.0018
Fairbanks North Star	740,529	30,963	19.2	23.8	20.7	22.9	.0359
Haines	19,076	29,091	19.8	25.0	20.2	19.8	.0007
Juneau	319,201	37,274	13.0	26.3	26.3	27.9	.0126
Kenai Peninsula	376,345	31,615	15.7	22.8	20.7	24.6	.0170
Ketchikan Gateway	152,344	32,024	11.6	29.3	27.3	17.2	.0070
Kobuk	41,295	24,667	21.9	27.1	15.1	15.5	.0018
Kodiak Island	146,273	33,554	17.3	23.1	22.3	25.2	.0062
Matanuska - Susitna	227,440	26,158	19.4	30.0	20.4	12.6	.0094
Nome	51,852	20,278	22.4	23.1	14.0	13.4	.0028
North Slope	53,853.	35,905	14.3	21.0	25.3	26.4	.0030
Prince of Wales - Outer Ketchikan	44,501	30,968	15.2	27.0	23.1	19.5	.0016
Sitka	109,196	37,736	13.4	23.9	31.9	23.9	.0045
Skagway - Yakutat - Angoon	34,271	24,759	21.7	24.2	24.3	10.4	.0015
Southeast Fairbanks	52,105	19,919	29.3	22.3	17.1	10.4	.0021
Valdez - Cordova	140,144	34,553	15.2	20.6	17.2	32.2	.0060
Wade Hampton	20,397	14,735	29.7	24.3	7.3	3.7	.0012
Wrangell - Petersburg	67,718	26,857	19.9	35.6	22.1	9.7	.0030
Yukon - Koyukuk	67,213	15,019	23.6	19.3	12.8	9.0	.0030
TOTAL METRO COUNTIES	**2,536,781**	**32,123**	**17.9**	**26.8**	**22.8**	**22.3**	**.1162**
TOTAL STATE	**5,417,770**	**30,596**	**18.2**	**25.7**	**21.7**	**21.1**	**.2444**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.



our 5 dailies
deliver 74% of
ALASKA'S BUYING POWER

Turn to Branham and
Alaska Dailies
Phone any Branham office for details

ARIZONA

ARIZ.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	1,652.8	.7084	30.8	13.2	17.5	17.0	25.7	616.4	7,631,314	1,983,997	730,636	911,812	480,444	1,360,060	241,222
Maricopa	1,652.8	.7084	30.8	13.2	17.5	17.0	25.7	616.4	7,631,314	1,983,997	730,636	911,812	480,444	1,360,060	241,222
Glendale	107.6	.0461	28.5	13.1	19.3	18.9	18.5	37.7	601,490	130,063	24,584	48,872	35,632	199,126	13,733
• Mesa	180.5	.0774	29.2	13.3	19.4	15.2	23.4	66.2	1,177,203	288,898	66,255	181,650	91,585	215,085	40,410
• Phoenix	836.5	.3586	30.0	13.2	18.6	17.7	23.0	311.8	3,492,276	872,875	432,330	435,766	220,355	572,629	118,804
• Scottsdale	96.7	.0414	36.7	12.0	13.8	21.3	31.3	38.8	850,353	170,840	70,844	139,425	46,704	163,013	14,169
• Tempe	124.8	.0535	26.3	24.0	20.2	17.4	14.9	45.0	787,740	256,043	91,039	62,939	54,662	163,429	11,377
SUBURBAN TOTAL	414.3	.1775	34.6	10.2	14.2	15.4	34.1	154.6	1,323,742	395,341	70,168	92,032	67,138	245,904	56,462
TUCSON	581.3	.2491	30.7	14.3	18.0	16.2	26.0	220.9	2,567,234	715,604	192,208	322,963	132,176	445,656	87,314
Pima	581.3	.2491	30.7	14.3	18.0	16.2	26.0	220.9	2,567,234	715,604	192,208	322,963	132,176	445,656	87,314
• Tucson	354.9	.1521	29.8	16.8	18.7	14.9	25.4	139.1	2,098,341	560,757	148,087	311,040	125,106	431,461	69,831
SUBURBAN TOTAL	226.4	.0970	32.3	10.5	16.6	18.3	27.2	81.8	468,893	154,847	44,121	11,923	7,070	14,195	17,483
OTHER COUNTIES															
Apache	58.7	.0252	21.9	12.5	15.0	15.2	14.2	14.5	68,255	13,014	3,799	21,518	299	2,939	1,760
Cochise	91.4	.0392	30.0	11.9	15.9	17.2	24.9	31.5	267,736	80,832	17,044	31,180	11,577	51,279	10,133
Coconino	83.8	.0359	24.2	20.6	18.8	15.1	13.8	25.4	349,241	87,994	40,196	48,928	12,861	28,409	4,573
Gila	39.0	.0167	32.1	9.6	14.3	16.3	29.5	13.9	129,816	49,194	11,529	7,726	2,577	21,977	3,126
Graham	24.5	.0105	27.3	12.3	15.2	16.0	22.2	7.1	66,424	21,537	3,885	5,709	2,230	14,897	1,584
Greenlee	11.6	.0050	26.8	10.6	16.6	16.3	20.0	3.8	31,468	16,724	1,064	2,397	1,721	1,777	1,199
La Paz	13.5	.0058	31.9	11.2	13.6	15.9	29.8	5.1	23,023	7,326	2,103	523	492	1,778	588
Mohave	64.0	.0274	37.9	8.8	13.1	16.4	36.9	25.2	244,737	82,532	15,709	6,926	7,071	31,709	6,212
Navajo	73.1	.0314	23.8	11.6	15.2	16.2	16.6	20.5	244,628	80,121	14,974	26,632	5,698	21,360	2,556
Pinal	96.2	.0413	29.3	11.8	15.6	16.1	25.0	31.1	232,095	96,844	14,651	11,789	3,739	29,973	9,689
Santa Cruz	22.4	.0096	28.3	10.2	15.4	16.6	23.2	6.8	128,252	36,103	9,315	20,052	8,188	8,553	4,747
Yavapai	77.0	.0330	39.9	8.7	13.0	15.3	40.0	31.0	282,833	103,900	26,363	17,763	9,259	23,174	10,769
Yuma	83.7	.0359	28.7	13.8	15.5	15.8	24.5	28.1	355,991	92,055	29,699	51,950	13,556	59,529	9,368
Yuma	45.5	.0195	27.8	16.4	17.2	15.8	21.9	15.6	299,556	72,150	24,822	51,190	12,389	55,551	7,935
TOTAL METRO COUNTIES	2,234.1	.9575	30.8	13.5	17.5	16.8	25.8	837.3	10,198,548	2,699,601	922,844	1,234,775	612,620	1,805,716	328,536
TOTAL STATE	2,973.0	1.2744	30.4	13.2	17.1	16.6	25.5	1,081.3	12,623,047	3,467,777	1,113,175	1,487,868	691,918	2,103,070	394,840

ARIZ.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

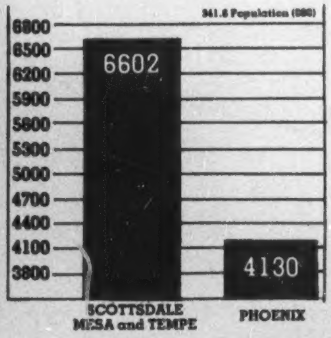
% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PHOENIX	15,396,504	21,972	27.1	33.5	14.9	6.7	.7045
Maricopa	15,396,504	21,972	27.1	33.5	14.9	6.7	.7045
Glendale	934,819	23,365	25.4	35.9	17.1	5.1	.0472
• Mesa	1,590,289	22,016	27.9	35.7	14.6	4.9	.0842
• Phoenix	7,643,717	21,639	27.1	33.6	14.4	6.2	.3430
• Scottsdale	1,175,489	27,262	21.8	31.8	21.2	12.6	.0586
• Tempe	1,197,155	24,267	24.1	34.0	18.0	7.8	.0598
SUBURBAN TOTAL	3,789,854	20,937	29.0	32.5	13.4	6.6	.1589
TUCSON	4,897,108	18,939	29.8	31.1	11.3	4.9	.2326
Pima	4,897,108	18,939	29.8	31.1	11.3	4.9	.2326
• Tucson	2,751,484	16,990	32.2	29.5	9.1	2.7	.1510
SUBURBAN TOTAL	2,145,624	23,053	25.9	33.7	15.0	8.5	.0816

SCOTTSDALE TEMPE the Golden Triangle MESA

REPRESENTED NATIONALLY BY U.S.S.P.I.

What's in it for you?



PER CAPITA RETAIL SALES COMPARISON

FOR SCOTTSDALE, MESA, and TEMPE vs. PHOENIX (ARIZONA)

SOURCE: SALES, MARKETING & MANAGEMENT ANNUAL

THE EAST VALLEY IS SERVED BEST BY THE SCOTTSDALE PROGRESS, MESA TRIBUNE and TEMPE DAILY NEWS

ARIZ. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

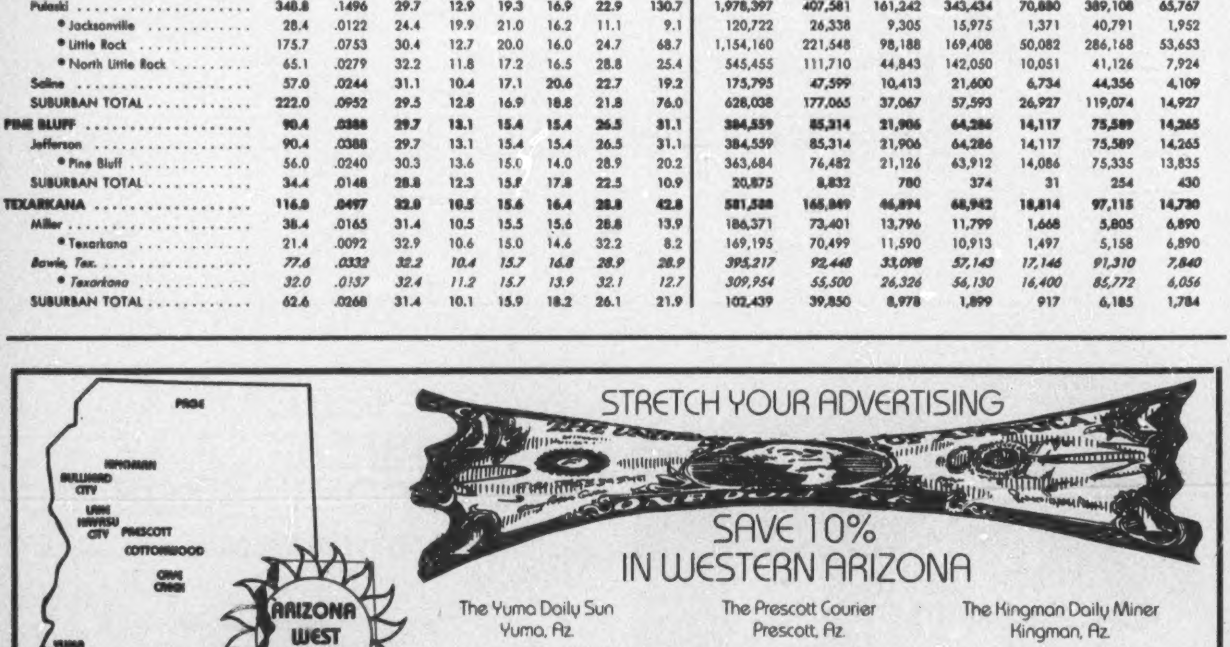
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Apache	239,687	13,844	28.4	23.8	7.9	1.6	.0125
Cochise	636,094	16,805	34.3	28.3	9.3	2.8	.0298
Coconino	573,910	19,270	28.5	32.0	11.7	4.3	.0299
Gila	273,661	17,580	26.7	31.9	10.0	2.5	.0131
Graham	132,511	15,326	33.0	26.0	7.1	3.1	.0069
Greenlee	82,515	22,616	22.6	48.8	9.3	1.2	.0038
La Paz	83,823	10,951	34.5	15.7	3.6	1.2	.0038
Mohave	466,901	15,685	34.6	27.0	7.6	2.3	.0228
Navajo	421,369	18,012	25.7	28.9	12.5	3.9	.0227
Pinal	610,565	17,450	31.2	32.2	7.8	2.6	.0287
Santa Cruz	148,608	18,202	32.3	29.4	10.1	5.4	.0088
Yavapai	565,686	15,154	34.7	25.8	6.6	2.4	.0273
Yuma	599,357	17,827	33.9	29.6	10.6	3.3	.0308
Yuma	353,284	19,153	31.9	32.2	12.3	3.1	.0202
TOTAL METRO COUNTIES	**20,293,612**	**21,161**	**27.8**	**32.9**	**13.9**	**6.2**	**.9371**
TOTAL STATE	**25,128,299**	**20,097**	**28.7**	**31.9**	**12.8**	**5.5**	**1.1780**

ARKANSAS

ARK.
ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**104.5**	**.0448**	**28.7**	**19.2**	**17.0**	**16.3**	**23.0**	**38.5**	**563,106**	**112,932**	**44,693**	**116,532**	**21,450**	**98,879**	**13,016**
Washington	104.5	.0448	28.7	19.2	17.0	16.3	23.0	38.5	563,106	112,932	44,693	116,532	21,450	98,879	13,016
• Fayetteville	37.3	.0160	24.8	33.4	18.0	12.2	18.8	14.1	300,924	53,093	21,715	77,988	16,571	49,476	6,446
• Springdale	25.0	.0107	30.9	11.7	17.5	17.9	24.9	9.3	225,818	42,684	20,164	37,577	4,738	46,801	5,871
SUBURBAN TOTAL	42.2	.0181	31.6	11.2	15.9	18.9	25.7	15.1	36,364	17,155	2,814	967	141	2,602	699
FORT SMITH	**169.9**	**.0728**	**31.6**	**11.1**	**15.9**	**17.6**	**27.0**	**62.6**	**957,546**	**211,336**	**75,413**	**138,999**	**37,577**	**187,012**	**23,390**
Crawford	39.4	.0169	31.0	10.5	15.9	18.2	25.4	13.6	133,619	41,290	10,652	11,542	3,617	20,143	3,183
Sebastian	97.4	.0417	31.8	11.6	16.4	17.1	27.7	37.7	730,261	135,712	56,813	118,500	31,969	150,227	19,498
• Fort Smith	73.0	.0313	32.1	12.0	16.6	16.6	28.6	29.1	696,185	124,054	55,515	116,373	31,230	145,191	19,055
Sequoyah, Okla.	*33.1*	*.0142*	*31.7*	*10.1*	*13.7*	*18.3*	*27.2*	*11.3*	*93,666*	*34,334*	*7,948*	*8,957*	*1,991*	*16,642*	*709*
SUBURBAN TOTAL	96.9	.0415	31.2	10.4	15.2	18.4	25.8	33.5	261,361	87,282	19,898	22,626	6,347	41,821	4,335
LITTLE ROCK - NORTH LITTLE ROCK	**491.2**	**.2106**	**29.8**	**13.0**	**18.4**	**17.3**	**23.1**	**179.2**	**2,448,375**	**536,661**	**189,403**	**385,026**	**88,431**	**487,159**	**78,456**
Faulkner	49.2	.0211	28.2	18.8	15.2	15.8	23.9	17.0	190,841	52,790	15,058	15,815	8,612	22,988	4,953
Lonoke	36.2	.0155	30.6	10.4	14.8	18.8	24.7	12.3	103,342	28,691	2,690	4,177	2,205	30,707	3,627
Pulaski	348.8	.1496	29.7	12.9	19.3	16.9	22.9	130.7	1,978,397	407,581	161,242	343,434	70,880	389,108	65,767
• Jacksonville	28.4	.0122	24.4	19.9	21.0	16.2	11.1	9.1	120,722	26,338	9,305	15,975	1,371	40,791	1,952
• Little Rock	175.7	.0753	30.4	12.7	20.0	16.0	24.7	68.7	1,154,160	221,548	98,188	169,408	50,082	286,168	53,653
• North Little Rock	65.1	.0279	32.2	11.8	17.2	16.5	28.8	25.4	545,455	111,710	44,843	142,050	10,051	41,126	7,924
Saline	57.0	.0244	31.1	10.4	17.1	20.6	22.7	19.2	175,795	47,599	10,413	21,600	6,734	44,356	4,109
SUBURBAN TOTAL	222.0	.0952	29.5	12.8	16.9	18.8	21.8	76.0	628,038	177,065	37,067	57,593	26,927	119,074	14,927
PINE BLUFF	**90.4**	**.0388**	**29.7**	**13.1**	**15.4**	**15.4**	**26.5**	**31.1**	**384,559**	**85,314**	**21,906**	**64,286**	**14,117**	**75,589**	**14,265**
Jefferson	90.4	.0388	29.7	13.1	15.4	15.4	26.5	31.1	384,559	85,314	21,906	64,286	14,117	75,589	14,265
• Pine Bluff	56.0	.0240	30.3	13.6	15.0	14.0	28.9	20.2	363,684	76,482	21,126	63,912	14,086	75,335	13,835
SUBURBAN TOTAL	34.4	.0148	28.8	12.3	15.8	17.8	22.5	10.9	20,875	8,832	780	374	31	254	430
TEXARKANA	**116.0**	**.0497**	**32.0**	**10.5**	**15.6**	**16.4**	**28.8**	**42.8**	**581,588**	**165,849**	**46,894**	**68,942**	**18,814**	**97,115**	**14,730**
Miller	38.4	.0165	31.4	10.5	15.5	15.6	28.8	13.9	186,371	73,401	13,796	11,799	1,668	5,805	6,890
• Texarkana	21.4	.0092	32.9	10.6	15.0	14.6	32.2	8.2	169,195	70,499	11,590	10,913	1,497	5,158	6,890
Bowie, Tex.	*77.6*	*.0332*	*32.2*	*10.4*	*15.7*	*16.8*	*28.9*	*28.9*	*395,217*	*92,448*	*33,098*	*57,143*	*17,146*	*91,310*	*7,840*
• *Texarkana*	*32.0*	*.0137*	*32.4*	*11.2*	*15.7*	*13.9*	*32.1*	*12.7*	*309,954*	*55,500*	*26,326*	*56,130*	*16,400*	*85,772*	*6,056*
SUBURBAN TOTAL	62.6	.0268	31.4	10.1	15.9	18.2	26.1	21.9	102,439	39,850	8,978	1,899	917	6,185	1,784



STRETCH YOUR ADVERTISING

SAVE 10%
IN WESTERN ARIZONA

The Yuma Daily Sun
Yuma, Az.

The Prescott Courier
Prescott, Az.

The Kingman Daily Miner
Kingman, Az.

The Lake Havasu City Herald
Lake Havasu City, Az.

Mohave Valley News
Bullhead City, Az.

Lake Powell Chronicle
Page, Az.

The Daily Independent
Cottonwood, Az.

The Valley & Foothills News
Yuma, Az.

Black Mountain News
Cave Creek, Az.

Represented Nationally by
Branham

ARK. (cont.)
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Arkansas	23.9	.0102	33.0	10.7	15.1	16.4	30.6	9.0	103,042	30,664	4,624	11,248	3,018	15,137	4,101
Ashley	26.4	.0113	31.1	10.2	14.3	17.4	27.0	9.3	89,124	27,215	4,199	12,129	2,897	22,225	2,746
Baxter	29.9	.0128	47.2	6.6	11.0	14.2	47.7	12.4	129,056	38,970	10,800	14,587	6,388	17,187	2,885
Benton	85.1	.0365	34.5	10.6	14.3	16.7	32.5	31.9	300,001	76,186	26,351	35,235	12,439	58,029	4,558
Boone	27.8	.0119	34.9	10.1	14.6	17.0	32.8	10.6	154,717	33,900	8,293	16,809	7,569	39,137	3,952
Bradley	13.8	.0059	36.0	9.9	12.1	15.9	35.2	5.1	40,921	14,735	1,018	3,787	1,007	6,167	1,448
Calhoun	6.1	.0027	33.8	12.4	12.6	15.8	32.7	2.2	10,412	5,662	648	401	60	579	666
Carroll	17.0	.0072	38.6	8.4	13.8	17.1	37.4	6.9	65,837	20,214	5,279	9,785	1,152	5,110	2,097
Chicot	17.5	.0076	29.8	10.5	12.1	13.7	30.0	5.9	44,669	12,337	1,694	2,697	516	9,392	2,811
Clark	23.4	.0100	30.3	18.9	13.8	14.7	28.9	8.2	118,623	25,918	7,367	11,068	1,851	36,882	2,950
Clay	20.8	.0089	37.5	9.0	12.3	17.1	36.0	8.1	47,413	16,792	2,165	2,536	943	9,337	1,671
Cleburne	18.6	.0080	39.0	8.7	11.7	18.2	37.0	7.1	62,555	15,220	2,776	6,423	2,807	11,899	2,215
Cleveland	8.0	.0034	34.0	9.3	14.0	17.8	30.8	2.9	5,483	2,291	47	47	28	172	288
Columbia	26.4	.0113	32.8	13.3	12.9	15.8	31.4	9.6	99,031	28,857	5,089	14,368	2,983	14,584	2,521
Conway	19.8	.0085	32.6	10.5	13.4	16.2	30.6	7.0	74,428	16,915	3,418	7,984	1,671	20,241	1,707
Craighead	64.9	.0278	29.7	16.0	16.5	17.0	24.3	23.4	407,812	89,305	27,083	51,723	17,607	95,501	11,644
☐ Crittenden	49.0	.0210	27.4	11.8	15.2	16.2	22.3	16.3	246,859	57,167	10,842	14,819	4,213	54,434	8,030
• West Memphis	27.9	.0120	28.0	12.2	16.5	17.2	21.3	9.6	194,434	42,847	10,072	14,219	4,163	49,712	7,582
Cross	20.1	.0086	29.3	10.9	14.6	15.8	25.9	6.7	73,126	22,174	3,460	9,886	1,430	16,760	2,638
Dallas	10.5	.0045	34.0	9.8	13.7	15.8	32.9	3.9	40,950	11,975	1,064	4,878	1,211	9,345	1,585
Desha	19.6	.0084	29.0	11.4	14.3	14.2	27.2	6.7	74,164	24,701	2,992	9,052	1,168	12,075	2,248
Drew	18.3	.0079	29.9	14.2	14.8	16.1	26.3	6.4	65,840	18,005	4,572	8,421	1,029	16,754	1,217
Franklin	15.5	.0066	33.5	10.5	14.0	16.9	31.0	5.6	38,579	9,198	3,050	729	755	10,640	1,891
Fulton	10.4	.0045	38.7	8.2	12.8	16.0	38.1	4.2	20,579	6,025	882	1,098	748	2,401	2,076
Garland	73.4	.0314	38.2	9.5	13.7	16.0	37.7	30.1	380,184	105,647	39,879	45,079	12,949	65,157	13,983
Grant	13.6	.0059	32.8	10.2	14.6	19.9	26.9	4.7	33,241	9,294	1,712	1,274	661	8,982	1,434
Greene	31.8	.0136	33.0	10.7	15.1	17.7	29.3	11.9	120,757	30,444	7,405	12,114	3,191	22,449	3,098
Hempstead	24.5	.0105	34.0	9.8	13.4	16.7	32.1	8.7	71,183	24,574	3,400	4,841	4,077	10,444	2,368
Hot Spring	27.6	.0118	33.4	10.1	14.9	17.2	30.4	10.2	79,631	21,494	2,805	11,632	2,528	17,546	1,944
Howard	13.8	.0059	34.0	9.7	13.8	15.6	33.0	5.0	54,744	18,629	2,390	5,310	1,217	12,427	2,470
Independence	32.1	.0138	32.7	11.0	15.4	17.7	28.7	11.6	143,002	32,521	7,558	21,067	3,416	37,921	4,594
Izard	11.6	.0050	44.1	7.2	11.6	14.7	44.9	4.6	25,095	4,335	668	4,421	297	5,873	1,185
Jackson	21.4	.0091	33.2	10.2	14.3	16.6	30.8	8.0	81,964	21,748	6,688	7,699	1,708	14,591	4,411
Johnson	18.2	.0078	34.7	10.7	13.4	16.0	33.6	6.8	58,163	13,565	3,772	6,920	1,261	19,646	1,896

When you know the facts, you know the difference.

#1

When you want to reach Arkansas, go with the leader. The Arkansas Gazette has nearly twice the circulation of any other Arkansas newspaper. The Gazette carries more advertising than any other Arkansas newspaper, including over 45% more preprinted inserts annually.

And with the inclusion of Lonoke and Faulkner Counties in the Little Rock-North Little Rock metro area, the Gazette will dominate in an even larger market.

When you want to reach Arkansas, reach for the Gazette.

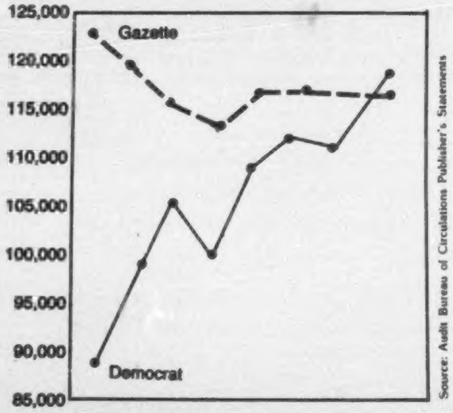
Arkansas Gazette.
Nearly twice the circulation.
(501) 371-3700

Represented Nationally by Sawyer-Ferguson-Walker **C. Thomas Griffin, Advertising Director** **Henry Boerner, National Advertising Manager**

ARK. (cont.) [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lafayette	10.0	.0043	33.4	9.2	12.8	15.2	32.7	3.6	15,260	4,912	675	683	242	3,383	702
Lawrence	18.8	.0080	34.6	10.8	13.5	16.6	32.8	7.1	66,687	19,086	2,750	8,078	1,763	16,844	1,309
Lee	14.2	.0061	29.2	10.0	12.0	14.0	29.0	4.7	32,823	13,413	1,765	1,961	433	5,974	1,197
Lincoln	13.3	.0057	30.8	12.7	17.7	16.4	26.1	3.8	20,652	7,367	1,492	1,735	119	4,726	556
Little River	14.6	.0063	30.7	10.3	14.7	17.0	26.7	4.9	47,760	17,589	941	5,760	693	11,957	1,531
Logan	20.6	.0088	34.3	9.5	13.3	16.2	32.9	7.2	76,275	27,316	5,308	5,627	4,178	17,766	1,803
Madison	11.6	.0050	34.7	9.0	14.5	17.1	32.4	4.3	31,816	8,732	1,100	2,066	374	10,578	1,801
Marion	12.4	.0053	39.6	7.4	12.3	15.7	39.6	4.7	19,990	7,359	1,200	286	355	3,267	674
Mississippi	57.8	.0247	28.0	13.1	15.5	15.3	23.9	19.6	216,157	52,682	12,489	33,122	5,399	50,589	6,751
Monroe	13.3	.0057	32.1	10.0	12.4	14.6	31.8	4.8	54,461	16,145	3,582	5,682	1,242	4,961	1,994
Montgomery	8.1	.0035	38.3	9.0	13.0	17.2	36.7	3.1	13,436	6,180	594	1,452	97	502	274
Nevada	11.2	.0048	34.3	9.7	13.2	14.9	34.2	3.9	31,837	8,874	934	1,257	1,937	5,973	1,291
Newton	8.1	.0035	32.5	9.4	15.5	17.5	28.7	2.9	5,714	3,527	423	108			121
Ouachita	29.9	.0128	34.1	10.1	14.3	15.9	32.9	11.2	127,881	38,025	6,121	17,286	4,129	23,313	1,933
Perry	7.7	.0033	33.5	9.0	14.0	17.2	30.7	2.6	6,499	2,610	410			990	213
Phillips	32.8	.0141	28.7	10.5	12.6	14.7	27.4	11.0	124,558	41,167	6,805	11,605	3,851	19,894	4,377
Pike	10.7	.0046	34.6	10.2	13.6	17.1	32.4	4.0	42,536	15,258	1,219	1,833	178	14,559	2,184
Poinsett	26.5	.0113	31.9	10.5	14.6	17.4	28.1	9.4	82,619	27,941	5,124	4,691	1,718	18,341	2,957
Polk	17.8	.0076	36.8	8.7	12.2	17.3	34.9	6.5	50,806	16,639	2,363	6,397	1,745	9,624	1,157
Pope	41.2	.0177	30.6	14.0	15.5	17.7	25.5	15.0	216,861	50,883	12,992	28,054	5,563	56,534	7,174
Prairie	9.9	.0042	33.5	10.3	13.5	16.9	31.1	3.8	32,286	6,886	834	793	457	10,801	892
Randolph	17.7	.0075	34.1	9.6	13.6	17.2	31.5	6.5	44,186	14,084	1,948	7,409	1,299	6,647	1,559
St. Francis	30.2	.0130	28.0	10.8	14.3	15.0	25.0	9.9	134,381	34,347	6,526	11,526	5,028	21,436	2,549
Scott	9.9	.0043	36.4	9.1	12.2	18.6	33.3	3.8	17,523	4,776	1,087	1,136	489	4,959	670
Searcy	8.9	.0038	36.5	8.7	13.4	16.9	34.8	3.4	23,965	7,898	505	1,279	400	3,854	2,119
Sevier	14.6	.0063	33.7	9.4	14.4	17.4	30.7	5.4	51,548	19,499	3,138	2,794	741	9,792	1,613
Sharp	16.0	.0068	42.1	8.1	11.2	14.1	42.8	6.3	46,947	19,441	2,873	6,185	1,262	6,690	121
Stone	9.4	.0041	35.6	8.6	14.1	18.4	32.3	3.5	26,818	9,559	950	1,604	723	4,385	442
Union	48.9	.0209	38.6	10.4	14.6	15.7	32.2	18.1	211,919	56,922	14,916	22,163	7,383	49,148	9,011
Van Buren	14.4	.0062	39.5	7.6	12.3	15.9	39.0	5.5	40,210	13,477	2,154	1,958	1,018	10,817	1,733
White	52.8	.0226	31.1	14.7	13.8	16.9	27.8	18.4	221,932	62,885	11,201	29,949	5,095	51,430	4,574
Woodruff	10.9	.0047	31.8	10.1	13.6	14.1	31.6	3.9	30,952	13,780	876	512	1,147	4,402	1,144
Yell	17.4	.0075	35.8	9.6	13.4	17.4	33.6	6.5	46,803	16,182	2,166	1,672	746	8,555	3,250
TOTAL METRO COUNTIES	910.3	.3903	29.9	13.3	17.3	16.9	24.3	330.3	4,693,150	1,042,477	348,105	722,504	165,465	892,236	143,238
TOTAL STATE	2,343.7	1.0046	31.8	11.8	15.3	16.6	28.5	854.3	10,021,574	2,537,428	668,714	1,304,415	325,851	2,009,517	310,312

Democrat Passes Gazette In Sunday CZ/RTZ Circulation

March 31, 1979 through March 31, 1983
Six Month Average



Between March 1979 and March 1983 the Democrat's Sunday CZ/RTZ Circulation increased 33%. During the same period the Gazette's Sunday CZ/RTZ Circulation decreased 4%.

During the same 4 year period the Democrat's total Sunday circulation increased 38% while Daily circulation increased 34%. For the same period the Gazette's total Sunday Circulation decreased 4% while Daily circulation decreased 4%.

Arkansas Democrat
"Arkansas' Largest & Best Newspaper"
501-378-3447
Represented Nationally by Branham

There is a new Advertising Leader in Little Rock

During 1982 the Arkansas Democrat carried 2,770,019 MORE lines of ROP advertising than the Arkansas Gazette!

- ***MORE Retail Food Advertising***
- ***MORE Discount Store Advertising***
- ***MORE Classified Advertising***
- ***MORE Automotive Advertising***
- ***MORE Movie Theater Advertising***

For the first quarter of 1983 the Arkansas Democrat continues to dominate the advertising market by carrying 1,007,384 MORE Lines of ROP advertising than the Arkansas Gazette!

For more information call Dick E. Browning (501) 378-3447 or your nearest Branham office.

Arkansas Democrat
"Arkansas' Largest & Best Newspaper"
501-378-3447
Represented Nationally by BRANHAM

ARK.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
FAYETTEVILLE - SPRINGDALE	**793,608**	**17,153**	**31.9**	**28.5**	**9.0**	**4.1**	**.0426**
Washington	793,608	17,153	31.9	28.5	9.0	4.1	.0426
• Fayetteville	289,846	15,281	30.8	23.0	9.6	4.8	.0181
• Springdale	202,627	19,644	30.5	35.2	10.1	3.7	.0130
SUBURBAN TOTAL	301,135	17,273	33.7	29.5	7.9	3.8	.0115
FORT SMITH	**1,229,108**	**17,807**	**30.8**	**29.8**	**9.6**	**4.1**	**.0712**
Crawford	284,930	18,806	29.2	32.8	10.2	3.4	.0136
Sebastian	851,578	18,593	30.6	30.2	10.7	4.9	.0478
• Fort Smith	673,551	18,745	30.3	29.3	11.4	5.6	.0408
Sequoyah, Okla.	*192,600*	*14,383*	*33.7*	*24.5*	*5.1*	*2.5*	*.0098*
SUBURBAN TOTAL	655,557	17,054	31.4	30.2	8.0	2.8	.0304
LITTLE ROCK - NORTH LITTLE ROCK	**4,314,084**	**20,716**	**27.6**	**31.9**	**14.0**	**5.9**	**.2084**
Faulkner	371,711	18,541	29.6	31.2	11.0	3.8	.0180
Lonoke	240,835	16,980	29.2	29.8	8.9	3.0	.0116
Pulaski	3,226,091	21,047	27.7	31.7	14.3	6.7	.1582
• Jacksonville	212,177	19,535	37.4	34.5	10.4	3.4	.0106
• Little Rock	1,768,904	21,148	27.2	30.1	14.3	8.6	.0873
• North Little Rock	598,898	20,434	26.8	30.5	14.8	5.7	.0343
Saline	475,447	23,137	24.2	36.3	17.2	4.3	.0206
SUBURBAN TOTAL	1,734,105	20,622	27.1	33.9	13.8	3.9	.0762
PINE BLUFF	**608,622**	**16,360**	**27.0**	**26.6**	**11.2**	**3.4**	**.0323**
Jefferson	608,622	16,360	27.0	26.6	11.2	3.4	.0323
• Pine Bluff	385,502	15,534	27.3	25.0	10.4	3.6	.0236
SUBURBAN TOTAL	223,120	18,008	26.4	29.8	12.6	3.0	.0087
TEXARKANA	**880,335**	**17,719**	**27.7**	**30.0**	**10.1**	**3.8**	**.0462**
Miller	270,960	16,953	27.8	29.8	8.8	3.3	.0146
• Texarkana	156,884	16,322	28.6	29.2	7.8	3.1	.0101
Bowie, Tex.	*609,375*	*18,097*	*27.5*	*30.2*	*10.8*	*4.0*	*.0316*
• *Texarkana*	*255,556*	*16,528*	*28.8*	*26.7*	*9.5*	*4.2*	*.0171*
SUBURBAN TOTAL	467,895	19,047	26.4	32.4	11.4	3.8	.0190
OTHER COUNTIES							
Arkansas	174,867	15,533	30.5	25.0	7.8	4.8	.0088
Ashley	190,949	18,085	22.0	30.6	12.2	3.7	.0092
Baxter	231,917	16,090	38.8	27.6	5.9	2.5	.0114
Benton	658,081	18,018	33.9	31.9	7.8	3.9	.0307
Boone	183,059	14,151	35.6	23.3	5.6	2.4	.0107
Bradley	81,652	13,258	28.6	24.2	4.9	1.8	.0042
Calhoun	35,388	13,210	27.4	26.5	3.2	2.4	.0017
Carroll	113,165	13,993	36.5	22.4	5.6	1.5	.0058
Chicot	80,632	9,748	27.8	14.5	4.2	2.4	.0046
Clark	149,792	14,203	29.2	26.3	6.3	2.4	.0086
Clay	121,356	11,819	33.9	19.4	2.5	2.2	.0059
Cleburne	119,284	14,116	35.6	21.8	6.3	2.0	.0061
Cleveland	53,897	15,519	28.4	27.3	10.1	1.7	.0021
Columbia	207,884	17,194	26.9	26.8	10.6	5.4	.0097
Conway	129,331	15,649	28.8	27.2	8.5	2.4	.0067
Craighead	459,932	16,386	33.5	26.2	7.0	3.4	.0273
☐ Crittenden	289,207	14,361	27.9	26.1	7.1	2.7	.0176
• West Memphis	184,704	16,391	28.0	29.8	7.9	3.0	.0120
Cross	123,229	15,009	32.3	25.9	5.8	3.2	.0066
Dallas	71,496	15,143	33.1	26.2	4.8	3.4	.0036
Desha	110,151	11,992	28.7	20.7	5.1	3.2	.0062
Drew	123,501	15,899	29.8	25.1	10.9	2.5	.0063
Franklin	101,130	15,871	34.4	27.9	6.5	1.8	.0047
Fulton	58,229	11,967	38.2	17.0	2.0	1.4	.0027
Garland	627,632	16,941	29.6	27.6	10.0	4.4	.0312
Grant	89,938	17,333	27.3	31.3	8.6	2.4	.0042
Greene	216,134	15,694	34.8	27.0	5.8	2.3	.0109
Hempstead	149,779	14,240	29.6	27.5	5.9	1.9	.0075
Hot Spring	190,023	16,190	30.2	29.0	8.1	2.0	.0089
Howard	85,447	14,540	32.4	25.9	4.5	2.3	.0046
Independence	214,880	15,987	33.2	28.3	7.3	2.1	.0117
Izard	68,438	12,364	34.6	20.6	3.0	1.7	.0033
Jackson	130,729	13,207	33.8	20.3	4.8	2.8	.0070
Johnson	118,442	14,216	34.0	23.6	5.8	2.0	.0058
Lafayette	60,199	12,952	26.8	22.2	8.3	1.9	.0027
Lawrence	110,024	12,541	33.4	20.6	4.2	1.5	.0060
Lee	60,276	9,333	28.4	14.5	2.4	2.1	.0034
Lincoln	61,904	12,483	31.2	20.8	4.8	1.7	.0032
Little River	97,367	16,561	25.3	26.8	10.8	4.1	.0048
Logan	126,547	14,067	33.8	22.3	6.7	2.7	.0067
Madison	62,191	12,603	37.7	20.5	1.4	1.2	.0032
Marion	79,241	13,534	33.9	22.2	5.7	2.9	.0034
Mississippi	340,244	14,238	34.6	23.6	5.7	2.2	.0187
Monroe	65,479	10,209	28.0	17.1	4.0	1.6	.0041
Montgomery	49,748	13,613	34.8	23.6	4.1	1.8	.0023
Nevada	60,902	12,574	32.8	21.8	4.4	1.2	.0033
Newton	38,210	10,945	34.5	16.6	2.9	.8	.0017
Ouachita	201,445	14,854	29.1	25.5	7.8	2.6	.0106
Perry	42,006	14,069	32.7	26.4	5.0	1.0	.0019
Phillips	172,822	11,310	25.8	20.5	5.3	2.8	.0102
Pike	59,719	12,388	34.7	19.5	4.6	1.2	.0033
Poinsett	154,170	13,396	34.6	20.4	4.8	3.1	.0082
Polk	104,766	12,725	35.2	19.6	3.5	2.4	.0053
Pope	284,875	15,808	31.8	27.5	7.3	3.0	.0160
Prairie	54,130	11,473	33.0	17.4	3.8	1.6	.0030
Randolph	100,200	12,870	36.2	20.3	3.2	2.2	.0050
St. Francis	165,039	12,639	28.0	22.7	5.9	2.7	.0100
Scott	58,602	12,311	35.1	20.1	3.7	1.7	.0027
Searcy	40,040	9,274	30.9	12.4	2.2	.6	.0024
Sevier	95,584	15,459	29.9	28.8	7.4	1.4	.0049
Sharp	94,216	12,305	37.7	17.3	3.1	2.4	.0049
Stone	46,153	10,202	31.9	15.3	2.2	1.5	.0026
Union	365,585	16,406	26.5	26.4	10.7	4.3	.0184
Van Buren	84,284	13,240	35.8	21.1	4.1	1.2	.0042
White	345,587	15,500	31.6	26.8	7.6	2.5	.0185
Woodruff	54,353	10,632	30.7	17.4	2.4	2.0	.0030
Yell	105,915	13,688	34.7	22.6	4.9	1.9	.0053
TOTAL METRO COUNTIES	**7,412,989**	**19,084**	**28.6**	**30.5**	**12.0**	**5.0**	**.3769**
TOTAL STATE	**16,725,176**	**16,127**	**30.6**	**26.9**	**8.6**	**3.6**	**.8595**

CALIFORNIA

CAL.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANAHEIM - SANTA ANA	**2,089.6**	**.8957**	**30.5**	**14.0**	**18.6**	**19.6**	**22.1**	**770.1**	**12,403,895**	**2,802,176**	**1,357,780**	**1,674,836**	**580,574**	**1,813,970**	**313,285**
Orange	2,089.6	.8957	30.5	14.0	18.6	19.6	22.1	770.1	12,403,895	2,802,176	1,357,780	1,674,836	580,574	1,813,970	313,285
• Anaheim	233.0	.0999	29.9	15.4	19.1	18.0	22.3	87.9	1,253,801	284,481	175,436	99,483	98,777	154,724	34,787
Buena Park	66.0	.0283	29.2	15.4	17.2	19.6	20.4	22.8	476,529	123,197	32,811	114,149	14,673	79,389	15,126
Costa Mesa	86.4	.0370	30.2	17.7	22.5	17.7	21.5	35.4	1,313,946	111,006	91,709	376,402	72,185	274,653	7,366
Cypress	44.6	.0191	29.7	13.2	14.5	25.3	17.0	14.5	195,495	82,967	27,886	11,451	5,975	13,379	5,050
Fountain Valley	55.0	.0236	29.9	10.6	15.2	27.1	15.2	16.7	274,719	86,319	22,856	49,560	21,121	5,230	8,895
Fullerton	108.1	.0463	30.6	16.6	18.5	18.0	24.0	41.6	654,410	109,107	80,793	139,590	21,695	117,352	23,573
Garden Grove	127.0	.0544	29.9	14.5	17.8	18.5	22.4	44.8	577,114	191,098	71,695	26,753	19,958	113,158	22,263
Huntington Beach	183.6	.0787	29.7	14.2	20.1	21.4	18.0	68.3	1,041,139	282,325	92,322	115,510	38,611	149,926	27,314
Irvine	70.6	.0303	29.6	12.3	23.6	23.5	13.8	25.2	319,057	94,198	54,281	3,221	4,653	49,711	5,865
La Habra	47.0	.0201	30.8	14.9	17.2	17.7	25.2	17.8	287,606	45,932	24,800	30,544	13,517	98,692	5,732
Newport Beach	67.2	.0288	37.0	13.5	17.6	21.6	31.5	31.0	701,739	116,820	153,104	69,451	15,427	157,725	14,815

CAL. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

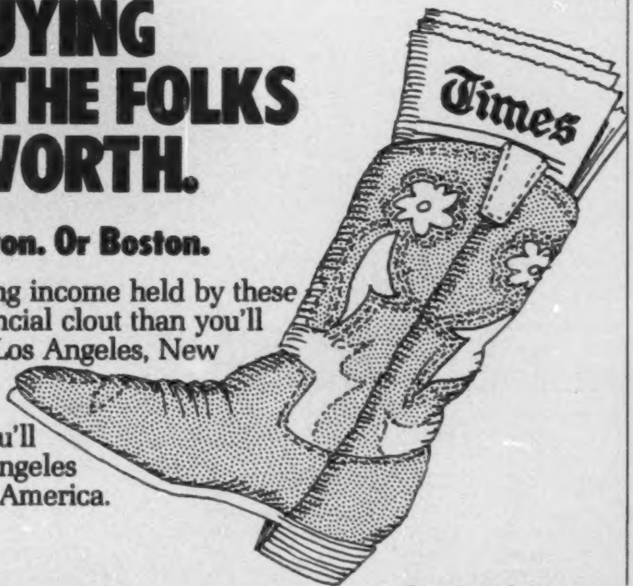
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Orange	97.2	.0417	30.2	14.0	18.0	19.7	21.7	34.9	826,719	95,845	54,126	156,049	42,710	113,216	11,106
• Santa Ana	220.6	.0946	27.3	15.9	20.7	15.5	18.7	72.0	1,405,102	260,575	142,979	125,259	59,759	217,269	47,975
Westminster	73.4	.0315	30.4	13.2	16.9	20.4	21.8	25.9	798,193	126,485	56,100	206,013	73,677	100,407	6,718
SUBURBAN TOTAL	1,636.0	.7012	31.1	13.5	18.3	20.4	22.5	610.2	9,744,992	2,257,120	1,039,365	1,450,094	422,038	1,441,977	230,523
BAKERSFIELD	**431.0**	**.1848**	**29.4**	**12.9**	**17.1**	**16.8**	**23.7**	**153.9**	**2,190,978**	**629,231**	**217,623**	**202,591**	**77,811**	**270,369**	**93,419**
Kern	431.0	.1848	29.4	12.9	17.1	16.8	23.7	153.9	2,190,978	629,231	217,623	202,591	77,811	270,369	93,419
• Bakersfield	118.0	.0506	29.1	14.0	20.2	16.3	21.7	45.5	1,287,048	326,985	119,364	174,655	62,295	196,890	73,863
SUBURBAN TOTAL	313.0	.1342	29.6	12.5	16.0	17.0	24.4	108.4	903,930	302,246	98,259	27,936	15,516	73,479	19,556
CHICO	**156.9**	**.0673**	**32.4**	**15.8**	**16.6**	**14.4**	**31.3**	**63.8**	**655,381**	**200,770**	**69,415**	**55,368**	**29,933**	**76,370**	**26,476**
Butte	156.9	.0673	32.4	15.8	16.6	14.4	31.3	63.8	655,381	200,770	69,415	55,368	29,933	76,370	26,476
• Chico	29.0	.0124	24.5	36.5	19.4	10.3	17.5	11.8	279,671	75,895	36,405	10,044	16,905	35,865	10,690
SUBURBAN TOTAL	127.9	.0549	34.8	11.1	16.0	15.3	34.4	52.0	375,710	124,875	33,010	45,324	13,028	40,505	15,786
FRESNO	**549.8**	**.2357**	**29.5**	**13.7**	**17.6**	**16.4**	**23.8**	**195.4**	**2,574,660**	**722,733**	**240,965**	**298,377**	**96,269**	**380,939**	**124,892**
Fresno	549.8	.2357	29.5	13.7	17.6	16.4	23.8	195.4	2,574,660	722,733	240,965	298,377	96,269	380,939	124,892
• Fresno	248.5	.1065	29.2	15.2	19.7	14.9	23.6	95.7	1,530,050	331,020	184,576	274,079	78,843	134,268	70,491
SUBURBAN TOTAL	301.3	.1292	29.8	12.5	16.1	17.7	23.8	99.7	1,044,610	391,713	56,389	24,298	17,426	246,671	54,401
LOS ANGELES - LONG BEACH	**7,642.9**	**3.2760**	**30.9**	**13.3**	**18.7**	**17.9**	**24.4**	**2,821.3**	**37,921,927**	**9,574,528**	**4,279,717**	**4,578,845**	**1,728,709**	**5,072,096**	**1,460,525**
Los Angeles	7,642.9	3.2760	30.9	13.3	18.7	17.9	24.4	2,821.3	37,921,927	9,574,528	4,279,717	4,578,845	1,728,709	5,072,096	1,460,525
Alhambra	65.9	.0282	33.0	12.8	19.3	15.2	30.9	26.8	410,151	83,097	37,971	35,056	22,160	114,844	12,220
Arcadia	47.3	.0203	39.1	10.3	11.7	21.3	34.8	18.6	487,214	81,052	73,238	142,226	17,760	17,951	18,133
Baldwin Park	52.0	.0223	25.1	13.5	17.9	15.7	16.6	14.5	127,355	71,342	8,984	1,775	1,795	13,458	2,301
Bellflower	54.5	.0234	31.1	15.9	18.2	15.7	27.2	22.3	327,014	67,411	36,345	50,673	21,639	72,868	18,112
• Burbank	84.4	.0362	36.4	11.1	16.7	18.9	33.2	36.2	478,235	117,394	70,587	20,549	31,644	56,582	37,876
Carson	83.6	.0358	28.4	12.2	15.5	21.5	18.3	23.7	587,837	143,041	30,555	95,554	20,353	141,795	17,469
Cerritos	54.4	.0233	28.9	8.5	18.3	27.3	11.7	15.3	486,268	85,716	23,525	220,241	12,789	17,225	15,792
Compton	82.8'	.0355	23.5	15.2	15.5	16.4	14.7	22.1	201,013	70,840	19,417	34,748	5,036	22,775	9,627
Downey	82.2	.0352	34.8	13.0	15.9	18.0	31.7	32.9	697,551	177,731	57,294	71,941	26,130	215,300	16,722
El Monte	83.0	.0356	25.7	15.0	18.0	14.5	18.7	25.5	427,715	92,048	39,055	29,467	7,197	120,120	15,212
Gardena	46.6	.0200	32.0	12.7	19.1	18.8	25.5	17.7	256,296	113,343	15,867	35,762	6,068	24,468	11,342
Glendale	142.0	.0609	36.6	11.3	17.0	18.5	33.6	61.3	992,842	277,054	75,310	127,352	57,990	140,764	15,264
Hawthorne	57.8	.0248	30.9	14.5	20.3	18.3	23.3	23.8	387,790	72,675	34,714	74,567	12,783	34,499	21,155
Huntington Park	47.3	.0203	26.1	15.3	19.0	14.3	18.7	15.5	200,792	59,755	19,972	30,428	12,326	8,544	12,772
Inglewood	96.2	.0412	28.9	13.8	23.0	17.1	18.8	37.9	403,729	153,024	27,392	34,729	12,479	83,173	15,591
Lakewood	73.4	.0315	31.9	11.7	17.9	18.7	25.8	25.7	364,671	78,954	38,415	101,351	10,913	23,769	23,211
La Mirada	41.0	.0176	30.2	15.9	13.6	20.6	22.8	12.2	175,914	64,335	18,860	7,103	5,128	9,197	6,097
Lancaster	49.3	.0211	31.0	12.0	16.1	19.1	24.4	18.0	315,485	67,584	22,569	76,358	11,677	55,670	10,400
• Long Beach	365.1	.1565	32.2	14.1	19.8	14.9	29.5	154.9	1,703,547	408,074	209,655	148,689	80,687	402,884	58,681
• Los Angeles	3,033.6	1.3003	31.4	13.7	19.6	17.8	25.1	1,173.0	14,764,475	3,642,543	1,869,492	1,504,943	837,722	1,599,672	604,296

SUNDAY TIMES READERS CONTROL MORE BUYING POWER THAN ALL THE FOLKS IN DALLAS/FORT WORTH.

Or Washington. San Francisco. Houston. Or Boston.

In fact, the $43.5 billion in effective buying income held by these Sunday Times readers represent more financial clout than you'll find in any metro area in America, except Los Angeles, New York, Chicago, Detroit or Philadelphia.

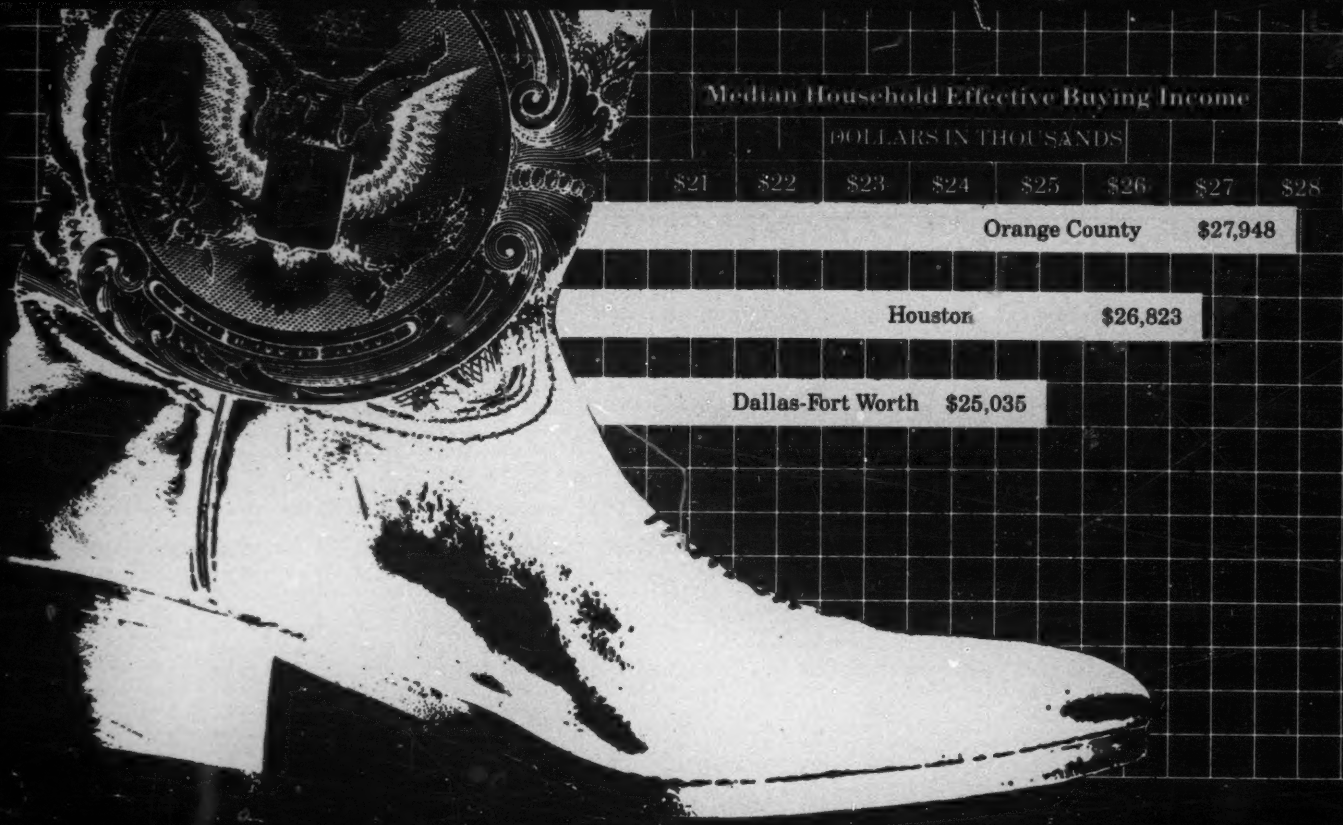
For more facts like this, contact a Times account executive at an office near you. You'll be given even more reasons why the Los Angeles Times could be the best newspaper buy in America.



Los Angeles Times

Offices in Los Angeles, New York, Chicago and San Francisco

Sources: Los Angeles Times Marketing Research Department, estimates based on data from Sales & Marketing Management, 1982 and Consumer Trend Analysis, Los Angeles Times Marketing Research Department, 1981.



If you think all the big spenders are in Texas, you're gonna love Orange County.

ORANGE COUNTY CALIFORNIA has over a million fewer population than either Dallas-Fort Worth or Houston.* But we have more per household EBI than either, more per household department store sales ($2,084) and per capita food store sales ($1,102) than Dallas-Fort Worth, more per capita restaurant sales ($612) and furniture/home furnishing sales ($188) than either. And, every day, the Orange County Metro Group reaches 42% of Orange County adults—more than any other newspaper.

Source: S&MM 1982 Survey of Buying Power Data Service; Scarborough Research Corporation, 1981.

The Register
Orange County MetroGroup

Represented nationally by Story & Kelly-Smith
SMSA Orange County, California • 17th in population • 12th in buying power

CAL. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lynwood	50.5	.0216	25.1	12.9	19.2	14.8	16.2	14.8	155,712	74,233	8,686	[illegible],039	777	11,104	6,660
Montebello	53.8	.0231	30.8	14.0	17.0	16.5	26.3	18.4	269,218	79,397	31,816	6,958	11,270	30,144	19,202
Monterey Park	56.3	.0241	32.1	12.9	17.7	18.2	26.8	19.3	195,558	48,838	40,714	5,026	5,644	18,075	12,683
Norwalk	84.8	.0363	27.7	14.0	17.5	16.8	20.5	25.3	356,609	94,036	45,588	31,065	6,658	90,872	14,338
● Pasadena	120.9	.0518	32.6	13.3	19.4	15.9	29.5	48.7	865,565	182,594	89,784	154,115	31,980	171,787	24,050
Pico Rivera	53.9	.0231	27.9	13.4	15.2	16.9	22.4	15.7	156,619	80,792	18,797	1,629	3,801	3,921	5,527
● Pomona	98.8	.0423	27.0	15.1	18.7	14.6	20.4	32.7	577,740	109,554	52,970	50,123	20,065	152,603	18,541
Redondo Beach	57.9	.0248	30.8	15.1	27.0	18.7	19.9	25.3	357,383	105,072	75,575	42,040	14,696	37,330	10,549
Rosemead	43.4	.0186	28.2	12.9	17.3	15.7	22.5	13.5	160,239	37,117	17,102	31,828	8,171	10,678	7,956
Santa Monica	89.3	.0383	34.7	11.5	24.7	17.4	31.9	44.9	632,713	98,183	106,915	47,354	37,196	111,608	39,365
South Gate	70.3	.0301	28.7	12.3	17.6	15.2	23.8	24.4	206,739	79,108	15,472	15,148	5,248	36,838	9,363
Torrance	129.9	.0557	34.0	12.5	16.9	21.7	26.5	50.2	1,424,[illegible]20	298,403	113,466	272,572	84,069	238,672	50,101
West Covina	87.9	.0377	29.6	13.9	19.0	19.4	20.4	29.2	665,05[illegible]	126,744	55,256	145,946	37,361	121,938	28,108
Whittier	69.6	.0298	33.4	13.5	16.9	15.0	32.2	27.7	544,817	142,755	37,002	54,096	27,384	119,479	26,545
SUBURBAN TOTAL	3,940.1	1.6889	30.3	12.8	17.8	18.5	23.2	1,375.8	19,532,365	5,114,369	1,987,229	2,700,426	726,611	2,688,568	717,081
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,016.1***	***5.1506***	***30.7***	***13.2***	***18.4***	***18.0***	***24.2***	***4,402.7***	***60,433,877***	***15,020,065***	***6,645,082***	***7,729,765***	***2,613,446***	***8,275,976***	***2,159,844***
MODESTO	**289.3**	**.1240**	**30.4**	**12.4**	**17.3**	**17.1**	**24.9**	**106.0**	**1,337,666**	**353,849**	**125,155**	**187,985**	**67,065**	**145,293**	**54,649**
Stanislaus	289.3	.1240	30.4	12.4	17.3	17.1	24.9	106.0	1,337,666	353,849	125,155	187,985	67,065	145,293	54,649
● Modesto	118.2	.0507	29.8	12.5	19.8	17.4	22.3	44.8	850,414	174,311	84,628	173,133	45,134	89,491	39,465
● Turlock	29.2	.0125	29.5	15.2	18.9	14.3	25.2	11.4	16[illegible],293	50,989	18,290	8,509	10,976	20,112	6,781
SUBURBAN TOTAL	141.9	.0608	31.2	11.8	14.8	17.4	27.0	49.8	324,959	128,549	22,237	6,343	10,955	35,690	8,403
OAKLAND	**1,813.5**	**.7773**	**31.7**	**12.6**	**19.1**	**19.1**	**24.7**	**709.2**	**8,877,494**	**2,232,735**	**919,616**	**1,221,015**	**359,110**	**1,222,581**	**421,308**
Alameda	1,122.2	.4810	31.5	13.3	19.9	18.3	24.7	445.6	5,713,866	1,398,543	632,583	697,280	219,876	870,969	276,031
Alameda	63.6	.0273	32.9	13.9	20.5	17.7	28.1	27.2	322,142	91,253	33,080	26,625	8,074	57,447	28,023
● Berkeley	103.0	.0441	30.0	23.1	24.7	16.1	21.6	46.0	547,357	123,692	69,861	12,458	36,949	69,468	14,024
Fremont	137.4	.0589	29.1	13.6	19.3	21.5	17.1	47.4	795,454	145,497	75,714	132,420	31,896	176,112	24,053
Hayward	95.9	.0411	30.7	14.5	19.1	17.0	24.9	36.4	895,781	167,228	73,655	164,309	43,355	188,479	59,690
● Livermore	49.5	.0212	29.2	10.8	18.9	22.4	16.7	17.1	217,914	72,086	19,485	4,639	5,139	36,265	17,170
● Oakland	340.0	.1457	32.1	12.1	20.9	16.3	27.7	146.5	1,407,251	338,797	179,006	152,434	55,888	205,045	64,347
San Leandro	63.5	.0272	40.6	10.6	15.0	16.6	39.7	27.8	554,563	155,443	47,707	128,518	21,497	77,010	13,166
Contra Costa	691.3	.2963	32.2	11.2	17.7	20.3	24.7	263.6	3,163,628	834,192	287,033	523,735	139,234	351,612	145,277
Antioch	45.2	.0194	28.7	11.9	19.9	18.1	19.3	16.4	228,559	76,015	19,913	35,067	7,589	29,303	9,210
Concord	107.9	.0462	30.4	13.1	19.6	19.9	21.1	41.3	691,619	135,542	58,260	109,252	36,008	121,597	19,243
Richmond	74.8	.0321	31.0	12.1	18.1	16.5	26.2	29.2	288,630	40,728	15,758	84,374	25,182	37,854	4,051

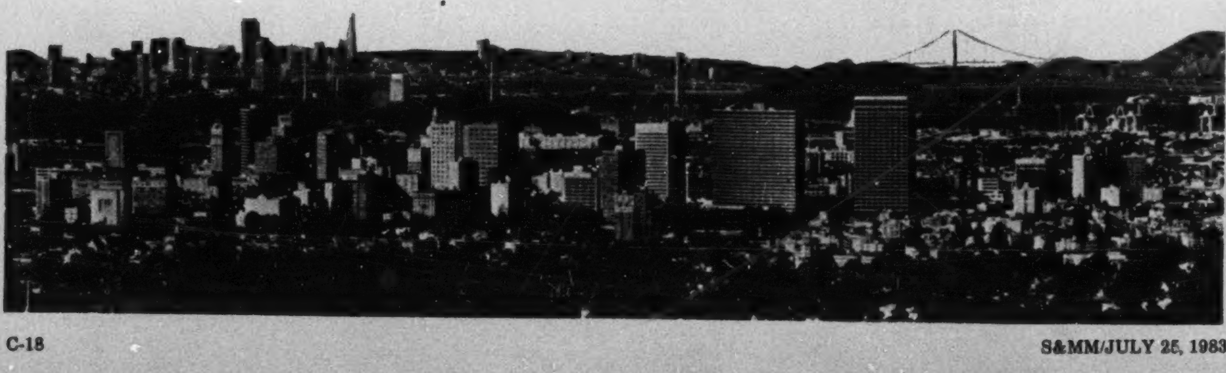
Put Your Money Where Your Market Is

To reach the San Francisco-Oakland ADI, put your money in its heart, the East Bay. The East Bay (Alameda and Contra Costa Counties) accounts for over half the Effective Buying Income population, households, food and drug sales, general merchandise sales and automobile sales for the entire 5-county Bay Area.

And the East Bay is Tribune country. No Bay Area newspaper can match the new morning Tribune's East Bay circulation. So if you think the Bay Area is a one-newspaper buy, think again. Put your money where your market is. In Tribune country.

The New Morning Tribune

An independent newspaper serving
the greater Bay Area from Oakland since 1874
Represented nationally by Branham Newspaper Sales
Call (415) 645-2521 or any Branham Sales office.



Strike Gold in California

The area served by the Contra Costa Daily Group has an Effective Buying Income of $9.2 billion. Our ABC and VAC audited papers reach 71% of the homes — more than double the combined circulation of the San Francisco and Oakland newspapers delivered in the same area.

Strike Gold in California. Call (415) 943-8383.

Contra Costa Daily Group
Lesher Communications, Inc.
2640 Shadelands Drive, Walnut Creek, Ca. 94598
Contra Costa Times • West County Times • Valley Times • Antioch Daily Ledger • Pittsburg Post Dispatch
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee

Circulation: 207,904

CAL. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Walnut Creek	56.5	.0243	40.1	9.3	14.0	20.6	37.0	25.7	527,071	104,084	45,049	99,432	21,368	89,962	24,001
SUBURBAN TOTAL	1,321.0	.5663	31.9	11.8	18.3	19.9	24.5	499.6	6,704,972	1,698,160	651,264	1,051,484	261,134	911,803	325,767
OXNARD - VENTURA	**578.1**	**.2478**	**29.5**	**12.3**	**18.0**	**19.1**	**21.0**	**194.4**	**2,531,157**	**767,966**	**245,621**	**322,449**	**89,788**	**382,316**	**105,600**
Ventura	578.1	.2478	29.5	12.3	18.0	19.1	21.0	194.4	2,531,157	767,966	245,621	322,449	89,788	382,316	105,600
• Oxnard	121.0	.0519	27.1	14.4	18.4	16.3	19.1	38.1	616,988	163,832	59,030	102,961	16,917	86,414	13,056
Simi Valley	82.7	.0354	27.0	11.3	18.9	22.3	12.5	24.2	325,543	111,083	36,217	79,337	10,139	17,742	7,195
Thousand Oaks	88.2	.0378	30.2	11.4	17.8	23.6	17.9	30.2	507,672	167,374	48,948	39,846	16,165	88,881	28,909
• Ventura	80.2	.0344	32.5	11.9	18.1	17.8	27.7	32.4	608,144	165,356	47,293	79,354	30,130	153,721	25,179
SUBURBAN TOTAL	376.9	.1615	29.7	11.7	17.7	20.3	20.3	123.9	1,306,025	438,778	139,298	140,134	42,741	142,181	67,365
REDDING	**127.8**	**.0548**	**32.1**	**10.8**	**16.9**	**18.7**	**26.4**	**49.2**	**681,527**	**185,545**	**47,819**	**56,534**	**20,877**	**84,048**	**39,926**
Shasta	127.8	.0548	32.1	10.8	16.9	18.7	26.4	49.2	681,527	185,545	47,819	56,534	20,877	84,048	39,926
• Redding	46.5	.0199	31.[illegible]	13.4	18.2	17.3	26.1	19.2	515,437	95,460	36,157	55,164	18,907	76,074	35,580
SUBURBAN TOTAL	81.3	.0349	32.5	9.3	16.4	19.5	26.4	30.0	166,090	90,085	11,662	1,370	1,970	7,974	4,346
RIVERSIDE - SAN BERNARDINO	**1,705.5**	**.7311**	**30.8**	**12.3**	**17.3**	**16.4**	**26.3**	**616.9**	**7,576,898**	**1,875,395**	**761,964**	**1,153,635**	**214,375**	**1,007,594**	**280,434**
Riverside	732.1	.3138	32.7	11.3	16.0	15.9	30.4	272.9	3,512,856	910,620	349,610	452,832	95,030	522,302	132,726
• Palm Springs	36.0	.0154	46.7	9.0	13.3	15.7	46.8	17.2	446,326	85,673	59,831	35,996	15,807	80,431	24,278
• Riverside	176.4	.0756	29.0	14.4	19.7	16.4	21.8	64.0	1,043,979	203,078	99,658	211,979	29,228	189,614	25,153
San Bernardino	973.4	.4173	29.5	13.1	18.2	16.8	23.2	344.0	4,064,042	964,775	412,354	700,803	119,345	485,292	147,708
Chino	43.9	.0188	26.7	13.7	23.3	17.5	13.1	12.3	153,785	53,032	17,579	11,278	3,549	17,941	4,625

San Bernardino County

1st
IN
GROWTH IN
CALIFORNIA*
san bernardino
county

. . .with an Effective Buying Income of over 8½ billion dollars is 92% UNREACHED by any Los Angeles newspaper.
(ABC 1982)

* Among counties of 250,000 and over

newsplan

The newspaper for San Bernardino County
The Sun
Gannett Newspaper Advertising Sales

CAL. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Ontario	78.2	.0421	27.3	13.4	21.2	15.2	18.5	33.3	408,257	119,645	32,226	23,991	9,201	70,126	11,511
Rancho Cucamonga	60.3	.0258	27.4	10.2	23.8	18.5	13.4	19.0	114,067	26,600	19,855	6,791	5,599	3,338	3,390
Redlands	47.6	.0204	31.3	13.1	17.3	17.9	25.6	17.6	241,017	42,158	26,586	52,123	6,441	50,373	6,091
• San Bernardino	123.4	.0529	30.0	14.4	17.5	15.2	26.1	46.1	1,041,565	109,373	118,441	293,590	63,683	167,530	22,336
Upland	50.0	.0214	31.3	12.5	17.7	20.7	22.8	18.9	225,268	57,903	27,312	7,213	4,162	27,685	13,082
SUBURBAN TOTAL	1,369.7	.5872	30.8	12.0	17.0	16.6	26.3	489.6	5,045,028	1,477,271	484,034	612,070	105,657	570,019	208,667
SACRAMENTO	**1,185.9**	**.5083**	**30.9**	**13.6**	**18.8**	**17.9**	**24.4**	**468.1**	**6,137,156**	**1,627,409**	**679,270**	**806,045**	**230,269**	**797,522**	**272,307**
El Dorado	99.6	.0427	32.2	10.5	20.7	18.7	25.6	38.7	480,691	138,745	62,047	12,029	11,691	31,993	33,636
Placer	130.9	.0561	32.8	10.6	17.1	19.8	26.5	49.2	692,722	217,607	91,370	5,552	11,249	130,862	41,335
Sacramento	835.7	.3582	30.4	13.5	18.9	17.8	24.4	334.8	4,417,220	1,101,138	471,441	782,899	192,626	543,592	171,839
• Sacramento	287.6	.1233	32.5	13.0	18.2	15.8	29.6	123.3	1,465,897	423,423	194,127	201,744	68,085	156,900	33,937
Yolo	119.7	.0513	28.2	20.6	18.7	15.9	21.3	45.4	546,523	169,919	54,412	5,565	14,703	91,075	25,497
• Davis	38.7	.0166	25.0	32.1	23.5	14.6	11.8	15.4	189,313	55,353	19,122	786	6,950	47,271	6,712
• Woodland	31.9	.0137	30.3	12.0	18.3	17.1	24.3	11.8	204,342	66,530	14,720	3,682	6,679	35,507	13,951
SUBURBAN TOTAL	827.7	.3547	30.7	13.1	18.7	18.8	23.2	317.6	4,277,604	1,082,103	451,301	599,833	148,555	557,844	217,707
SALINAS - SEASIDE - MONTEREY	**309.3**	**.1325**	**28.8**	**15.8**	**19.2**	**15.8**	**22.2**	**103.9**	**1,479,693**	**343,561**	**180,045**	**131,105**	**55,225**	**190,956**	**66,197**
Monterey	309.3	.1325	28.8	15.8	19.2	15.8	22.2	103.9	1,479,693	343,561	180,045	131,105	55,225	190,956	66,197
• Monterey	28.9	.0124	30.9	17.1	24.6	14.7	25.2	12.0	230,394	34,890	41,699	13,213	9,056	21,055	10,308
• Salinas	85.0	.0364	28.3	14.1	18.5	15.6	22.0	28.9	618,035	179,715	46,179	74,259	31,867	64,884	27,133
• Seaside	36.6	.0157	23.8	27.6	19.8	12.8	12.7	10.1	198,534	10,015	24,809	17,705	8,403	100,134	4,383
SUBURBAN TOTAL	158.8	.0680	30.0	13.7	18.4	16.9	23.9	52.9	432,730	118,941	67,358	25,928	5,899	4,883	24,373
SAN DIEGO	**1,996.4**	**.8557**	**29.9**	**16.4**	**19.0**	**16.5**	**23.9**	**739.3**	**9,831,914**	**2,244,371**	**1,090,365**	**1,556,510**	**430,962**	**1,320,701**	**285,480**
San Diego	1,996.4	.8557	29.9	16.4	19.0	16.5	23.9	739.3	9,831,914	2,244,371	1,090,365	1,556,510	430,962	1,320,701	285,480
Chula Vista	88.5	.0379	31.6	13.0	16.2	18.5	26.0	33.0	439,720	77,724	41,978	111,734	21,311	49,217	16,120
El Cajon	77.7	.0333	29.7	16.5	17.9	16.3	24.3	30.8	980,134	97,335	80,601	225,014	30,246	188,433	35,812
• Escondido	69.8	.0299	32.0	13.3	17.0	15.0	30.0	28.0	701,631	130,500	52,466	148,594	27,365	121,238	19,352
La Mesa	54.5	.0234	33.9	15.8	18.5	15.5	32.5	24.0	475,937	80,697	39,310	118,053	25,660	76,411	9,286
National City	52.4	.0225	24.8	23.5	18.9	12.3	18.1	15.8	452,684	68,757	21,152	111,440	7,358	103,261	8,579
Oceanside	86.4	.0370	30.0	17.3	17.0	13.6	27.9	33.6	364,241	96,884	34,365	80,361	8,184	40,439	13,950
• San Diego	925.6	.3967	29.5	18.0	20.1	16.1	22.9	349.3	4,461,216	1,054,596	604,985	647,624	256,673	520,843	107,542
SUBURBAN TOTAL	1,001.0	.4291	30.2	15.2	18.0	17.0	24.4	362.0	4,669,067	1,059,275	432,914	760,280	147,924	678,620	158,586

The Bee grows with Sacramento

The Bee's circulation is at another record high--228,764 daily and 258,071* Sunday. That's up 47,038 daily and 48,602 Sunday in just four years. 54%** of the total adult population read The Bee each day.

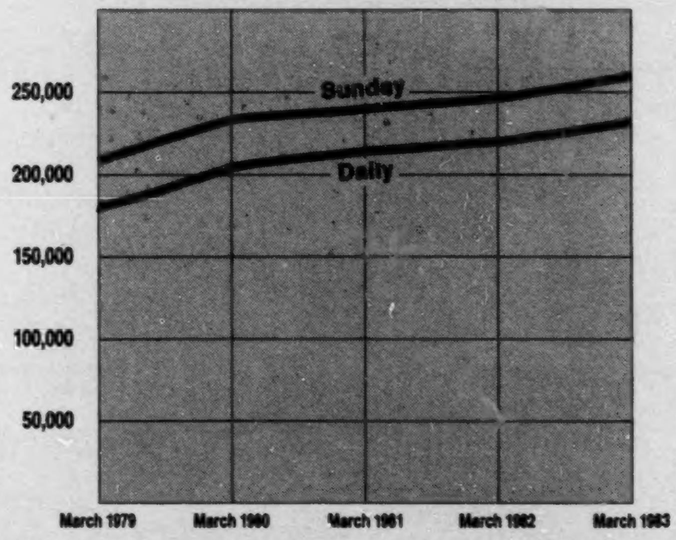
Buy The Bee. You'll receive a lot more because The Bee delivers a lot more.

Source: *ABC Publisher's Statements, 6 month reports for '79, '80, '81, '82, '83
**1982 Simmons National Study of local newspaper ratings; Sacramento SMSA, 1 issue reach

The Sacramento Bee
#1 and growing with Sacramento

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Daily and Sunday increases by year for The Sacramento Bee



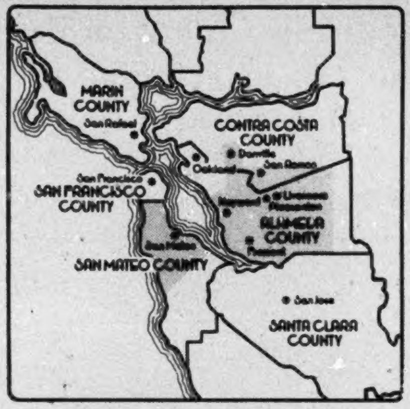
The San Francisco Bay Area Suburbs · Your Vital Northern California Newspaper Buy!

THE GOLDEN GATE SUBURBAN GROUP OFFERS YOU:

166,399
Combined Circulation

THE GOLDEN GATE SUBURBAN GROUP
1450 CHAPIN AVENUE, BURLINGAME, CA 94010,
(415) 342-9438

Represented by California Newspaper Markets, Burlingame, California, and The Papert Companies New York, Detroit and Chicago.


MARIN COUNTY
San Rafael
CONTRA COSTA COUNTY
Danville
San Ramon
Oakland
San Francisco
SAN FRANCISCO COUNTY
Hayward
Livermore Pleasanton
ALAMEDA COUNTY
Fremont
San Mateo
SAN MATEO COUNTY
San Jose
SANTA CLARA COUNTY

Send Printing Materials to:
San Mateo Times (1 Set), 1080 So. Amphlett Blvd., San Mateo, CA 94402; The Sparks Newspapers (3 Sets), P.O. Box 5050, Hayward, CA 94540.

CAL. (cont.)
[illegible] ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
SAN FRANCISCO	**1,499.5**	**.6427**	**34.2**	**11.5**	**21.0**	**19.4**	**28.8**	**631.1**	**9,330,836**	**2,240,581**	**1,377,224**	**1,102,932**	**435,518**	**1,028,908**	**375,179**
Marin	227.8	.0976	34.1	9.9	20.8	23.1	25.1	94.5	1,415,054	369,431	187,403	123,809	57,993	213,240	54,212
Novato	44.9	.0192	30.8	11.2	19.8	22.1	19.7	16.5	216,565	59,952	15,921	2,218	4,265	61,706	11,762
San Rafael	45.8	.0196	34.6	12.0	19.5	20.8	28.5	20.0	552,867	84,877	49,519	92,969	34,493	104,116	22,132

POPULATION—12/31/82 · RETAIL SALES BY STORE GROUP 1982

Wealthy \'wel thē\ *adj.*
1. Having wealth, extremely affluent
2. Characterized by abundance
3. Marin County, California

Marin County is the classic definition of wealth. It's the most concentrated area of affluence in the San Francisco/Oakland SMSA.

The Independent Journal is Marin's only daily newspaper. It reaches this upscale market like no other.

Winner of the California Newspaper Publishers Association's General Excellence Award for 1982.

To reach Marin, you need the Independent Journal.

Mailing address: P.O. Box 330 San Rafael, Ca 94915
Shipping: 7100 Alameda del Prado, Novato, Ca 94947

Independent Journal

Represented by Gannett Newspaper Advertising Sales

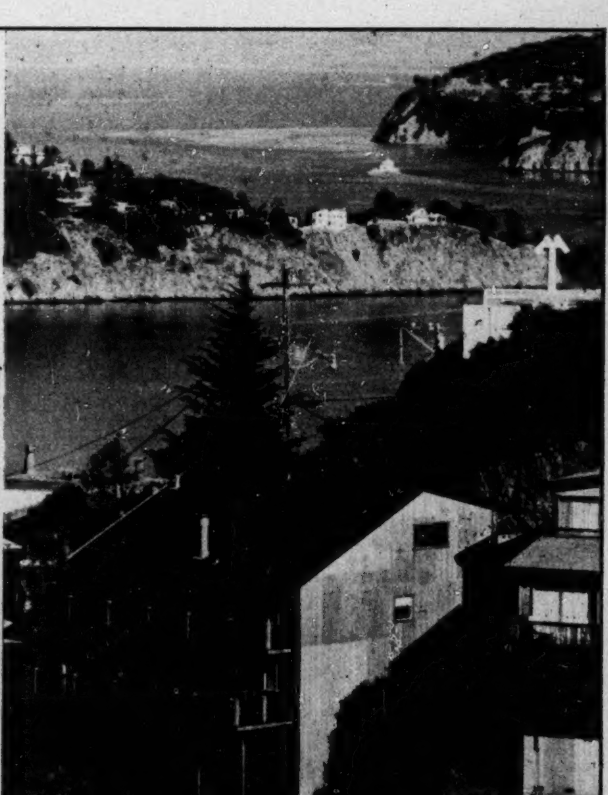
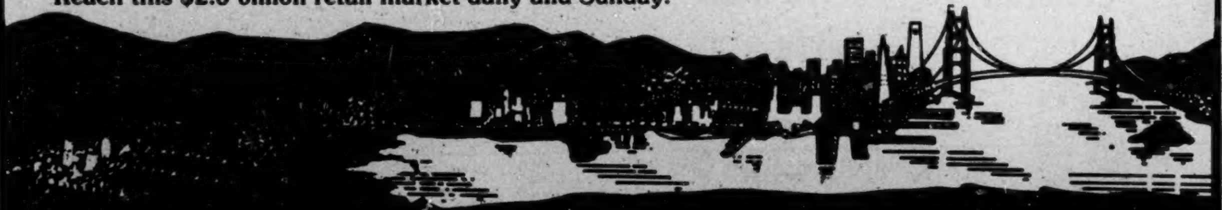


Photo: Expensive homes atop Sausalito hills overlook San Francisco Bay.

Your customers on the San Francisco Peninsula buy the Times Tribune. So should you.

53% of Times Tribune readers read no other daily newspaper.
Reach this $2.5 billion retail market daily and Sunday.



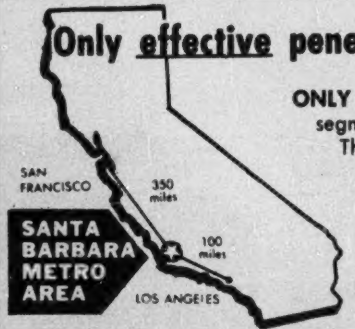
The Peninsula
TimesTribune
The Peninsula News Experts Daily & Sunday

Call Al Foissotte (415) 853-5429
or Cresmer, Woodward,
O'Mara & Ormsbee.

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
San Francisco	671.5	.2878	34.6	11.9	23.0	17.8	31.2	298.8	4,096,625	942,285	741,800	438,159	201,087	288,345	121,916
• San Francisco	671.5	.2878	34.6	11.9	23.0	17.8	31.2	298.8	4,096,625	942,285	741,800	438,159	201,087	288,345	121,916
San Mateo	600.2	.2573	33.6	11.6	18.7	19.9	27.5	237.8	3,819,157	928,865	448,021	540,964	176,438	527,323	199,051
Daly City	82.7	.0354	31.4	12.9	19.6	19.0	23.9	29.5	654,375	101,676	70,040	161,090	55,630	87,225	24,952
Redwood City	55.3	.0237	33.1	12.6	20.6	17.6	28.4	23.8	447,825	112,503	49,396	37,687	9,970	93,722	39,020
San Mateo	77.8	.0333	36.2	11.0	18.3	18.4	33.1	34.1	658,935	111,357	78,946	105,900	15,481	84,843	26,112
South San Francisco	50.5	.0216	31.5	13.1	17.9	18.6	25.2	18.5	244,958	95,383	18,631	12,852	14,342	18,345	2,951
SUBURBAN TOTAL	828.0	.3549	33.7	11.1	19.3	20.8	26.9	332.3	5,234,211	1,298,296	635,424	664,773	234,431	740,563	253,263
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,585.8***	***2.3942***	***32.0***	***12.5***	***19.8***	***19.1***	***24.9***	***2,185.5***	***30,501,212***	***7,452,768***	***3,587,506***	***3,848,839***	***1,317,934***	***4,040,734***	***1,283,047***
SAN JOSE	**1,371.3**	**.5878**	**30.1**	**13.8**	**19.7**	**19.9**	**20.5**	**503.2**	**8,035,945**	**1,788,102**	**838,607**	**1,110,126**	**379,562**	**1,246,343**	**299,813**
Santa Clara	1,371.3	.5878	30.1	13.8	19.7	19.9	20.5	503.2	8,035,945	1,788,102	838,607	1,110,126	379,562	1,246,343	299,813
Mountain View	60.3	.0258	31.9	15.7	26.1	17.6	24.3	29.4	456,599	75,259	40,320	145,889	25,553	23,194	23,808
• Palo Alto	54.8	.0235	35.8	10.3	19.6	20.8	30.5	23.3	596,312	80,647	83,396	113,548	14,544	71,267	9,103
• San Jose	675.0	.2893	28.4	13.8	20.2	19.5	17.1	234.4	3,244,669	782,838	326,482	404,081	181,253	512,363	97,584
Santa Clara	87.4	.0375	30.8	17.5	20.2	18.1	23.4	34.9	793,448	137,040	63,214	169,551	33,438	141,149	47,451
Sunnyvale	108.9	.0467	32.1	14.1	20.0	20.0	24.2	45.5	837,283	151,455	83,528	18,922	20,384	296,629	28,219
SUBURBAN TOTAL	641.5	.2750	31.6	14.2	18.9	20.3	23.3	245.5	4,194,964	924,617	428,729	592,497	183,765	662,713	193,126
SANTA BARBARA - SANTA MARIA - LOMPOC	**310.8**	**.1332**	**30.9**	**16.1**	**18.4**	**17.0**	**25.5**	**117.0**	**1,638,507**	**381,464**	**208,290**	**151,213**	**73,270**	**169,429**	**63,032**
Santa Barbara	310.8	.1332	30.9	16.1	18.4	17.0	25.5	117.0	1,638,507	381,464	208,290	151,213	73,270	169,429	63,032
• Lompoc	27.9	.0120	30.0	13.5	18.7	19.2	21.5	10.2	117,363	34,529	8,630	16,785	5,968	14,791	3,103
• Santa Barbara	76.4	.0327	34.2	13.6	21.6	14.4	33.8	34.3	633,513	154,105	97,217	59,441	35,625	76,576	26,753
• Santa Maria	42.2	.0181	29.2	14.7	17.3	15.4	24.6	15.4	457,556	60,253	29,125	51,840	21,667	66,596	19,018
SUBURBAN TOTAL	164.3	.0704	29.6	18.1	17.2	18.3	22.5	57.1	430,075	132,577	73,318	23,147	10,010	11,466	14,158

Only effective penetration of this affluent Southern California market



ONLY the **SANTA BARBARA NEWS-PRESS** dominates this prime segment of the Los Angeles/Southern California marketplace. Though serviced by Los Angeles wholesalers and distributors, Santa Barbara is a **separate** newspaper market.

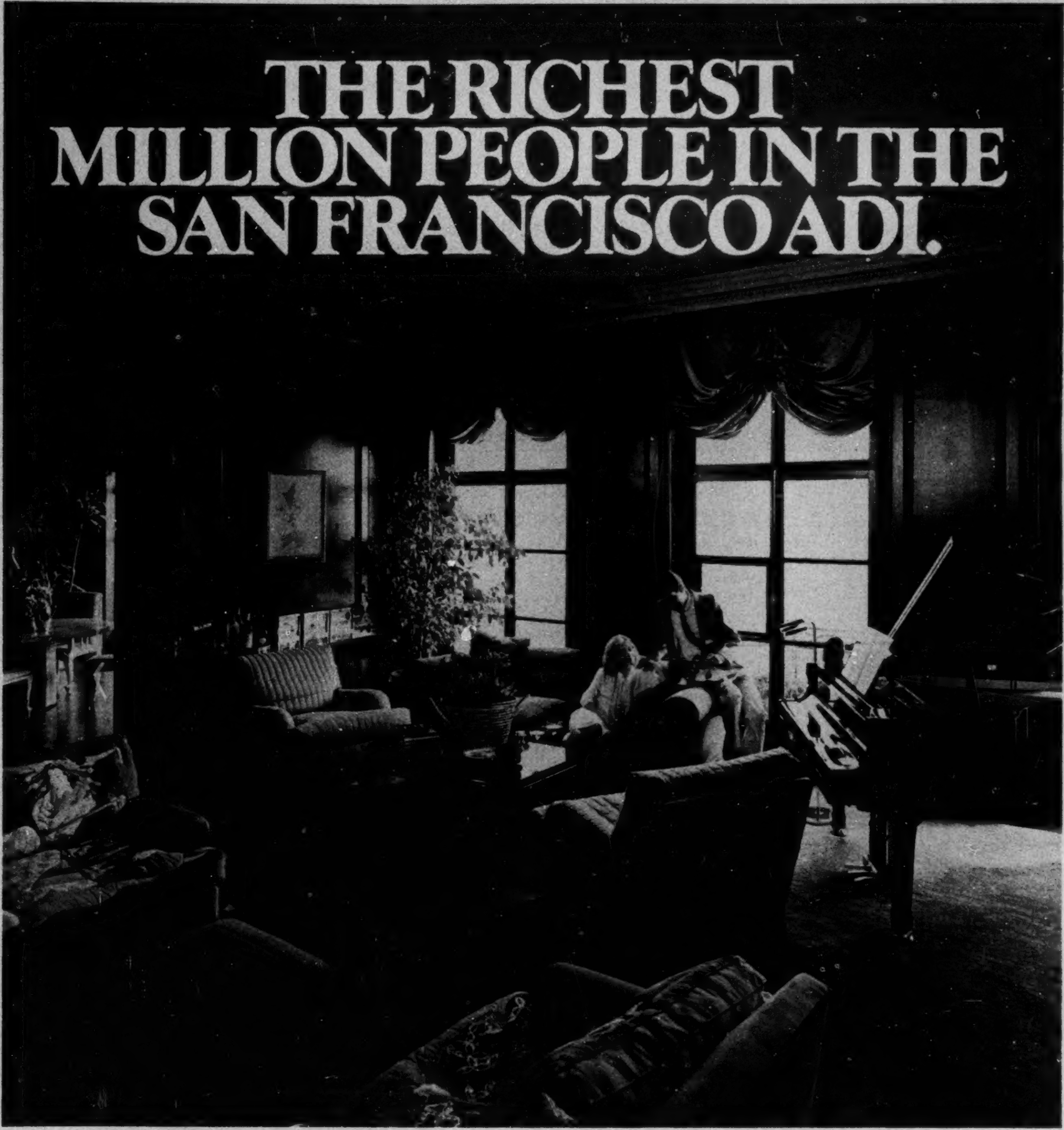
For complete information, ask our representatives or contact us directly for our 1983 Market Profile.

CIRCULATION
47,425 DAILY
54,310 SUNDAY

(ABC Publisher's Statement — 6 months ending 3/31/83)

SANTA BARBARA NEWS-PRESS

Represented by
CWO&O



Santa Clara County's 1.4 million people have an average household EBI of $33,050.

The Mercury News really reaches The San Jose SMSA (Santa Clara County): 56% daily, 5-issue reach 74%. The San Francisco Chronicle/Examiner barely reaches 12% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching California's richest
million people.

Sources: Sales and Marketing Management Survey of Buying Power, 1983. San Jose "CMS," 1981, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

Know Thy Customer.

In the beginning, there was only the Yellow Pages.

Now salesmen have a better way to find sales leads. The salesman's bible. The Los Angeles Area Chamber of Commerce-sponsored 1982/83 edition of the Southern California Business Directory and Buyers Guide.

Not just names of companies (listed by category of business) but the names of their key executives, so you know who to contact. Plus the number of employees and the kind of business. A thousand pages. And 20,000 companies listed, all in Southern California. All for just $66.90 (includes sales tax and postage).

To order call or write: *Southern California Business Directory and Buyers Guide,* at The Los Angeles Area Chamber of Commerce, 404 South Bixel Street, Los Angeles, CA 90017 (213) 629-0701. Newport Beach office: 523 Superior Avenue, Newport Beach, CA 92663 (714) 646-1623.

After all, if the salesman's bible can generate business for you, we know you'll say "amen" to that.

Inquire about our special custom list service.

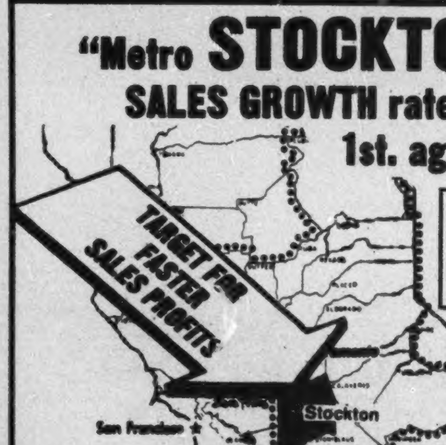
CAL. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA CRUZ	**208.1**	**.0892**	**31.4**	**13.5**	**21.5**	**16.1**	**26.2**	**80.3**	**1,030,620**	**287,612**	**113,174**	**96,555**	**29,201**	**129,082**	**44,759**
Santa Cruz	208.1	.0892	31.4	13.5	21.5	16.1	26.2	80.3	1,030,620	287,612	113,174	96,555	29,201	129,082	44,759
• Santa Cruz	44.4	.0190	30.4	20.2	22.9	13.2	26.2	18.0	431,833	100,632	48,179	32,110	17,077	75,775	10,768
SUBURBAN TOTAL	163.7	.0702	31.8	11.7	21.1	16.9	26.2	62.3	598,787	186,980	64,995	64,445	12,124	53,307	33,991
SANTA ROSA - PETALUMA	**329.7**	**.1413**	**32.5**	**10.8**	**19.3**	**17.5**	**27.6**	**130.2**	**1,690,049**	**482,623**	**169,502**	**165,898**	**63,750**	**187,544**	**67,291**
Sonoma	329.7	.1413	32.5	10.8	19.3	17.5	27.6	130.2	1,690,049	482,623	169,502	165,898	63,750	187,544	67,291
• Petaluma	36.8	.0158	31.4	10.2	19.0	20.0	23.2	13.6	196,130	64,503	18,154	17,905	5,263	12,069	11,398
• Santa Rosa	94.1	.0403	33.1	11.2	19.0	16.3	30.1	39.5	760,012	131,393	82,288	130,232	47,134	84,592	38,254
SUBURBAN TOTAL	198.8	.0852	32.4	10.7	19.6	17.7	27.3	77.1	733,907	286,727	69,060	17,761	11,353	90,883	17,639
STOCKTON	**369.8**	**.1585**	**30.9**	**12.5**	**16.8**	**16.7**	**26.4**	**136.2**	**1,658,182**	**456,829**	**164,306**	**196,891**	**65,990**	**235,845**	**86,412**
San Joaquin	369.8	.1585	30.9	12.5	16.8	16.7	26.4	136.2	1,658,182	456,829	164,306	196,891	65,990	235,845	86,412
• Lodi	37.2	.0159	34.6	12.0	15.1	17.1	32.2	15.2	270,717	71,105	25,012	4,826	8,385	49,078	26,661
• Stockton	161.3	.0691	29.7	13.8	18.1	15.7	24.6	61.2	822,684	170,097	90,968	175,611	36,905	131,765	28,772
SUBURBAN TOTAL	171.3	.0735	31.4	11.4	15.6	17.6	26.9	59.8	564,781	215,627	48,326	16,454	20,700	55,002	30,979
VALLEJO - FAIRFIELD - NAPA	**363.7**	**.1559**	**30.2**	**12.9**	**19.0**	**17.7**	**23.2**	**131.5**	**1,536,268**	**421,115**	**169,383**	**152,313**	**50,793**	**226,276**	**74,697**
Napa	105.7	.0453	34.5	11.6	16.3	17.6	31.5	40.2	436,612	133,385	51,176	36,994	13,560	57,177	17,777
• Napa	55.0	.0236	32.5	11.4	17.9	18.2	27.4	21.9	367,421	111,690	36,166	36,199	12,716	52,747	14,764
Solano	258.0	.1106	28.8	13.4	20.1	17.7	19.8	91.3	1,099,656	287,730	118,207	115,319	37,233	169,099	56,920
• Fairfield	63.9	.0274	26.3	17.1	19.8	18.1	14.6	21.0	320,122	51,112	30,123	51,818	11,034	48,514	18,873
Vacaville	48.3	.0207	28.5	13.2	22.5	18.9	16.5	16.7	214,683	64,793	33,463	5,664	6,551	19,519	11,995
• Vallejo	86.3	.0370	30.3	12.9	18.8	15.8	25.4	32.3	419,960	104,255	31,545	56,005	18,066	88,784	23,513
SUBURBAN TOTAL	158.5	.0679	31.0	11.7	19.1	18.5	23.9	56.3	428,765	154,058	71,549	8,291	8,977	36,231	17,547
VISALIA - TULARE - PORTERVILLE	**265.7**	**.1139**	**29.1**	**12.2**	**16.2**	**16.5**	**24.0**	**89.1**	**1,106,862**	**327,644**	**75,682**	**138,721**	**29,203**	**191,627**	**40,122**
Tulare	265.7	.1139	29.1	12.2	16.2	16.5	24.0	89.1	1,106,862	327,644	75,682	138,721	29,203	191,627	40,122
• Porterville	21.8	.0093	30.3	12.7	18.3	15.7	25.7	7.5	187,855	66,247	11,155	23,532	5,102	32,235	5,666

MARKET HIGHLIGHT in the Sacramento-Stockton ADI

"Metro STOCKTON has the FASTEST FOOD SALES GROWTH rate for Supermarketeers . . . 1st. again for the 6th year in a row!!!"

METRO AREA	1982 Total Food Sales ($000)	'76-'82 FOOD SALES GROWTH INDEX	ADI RANK
STOCKTON	456,859	2.26	1
Sacramento	1,488,664	2.01	2
Modesto	353,849	1.77	3



"Target Metro Stockton with the Stockton Record, reaching over 141,000 adults with a 74% share of the newspaper market; maximum 'outside' daily (S.F. Chron.) newspaper coverage less than 9%."

Source: 1983 S&MM Survey of Buying Power

Advertising Representatives: Gannett Newspaper Advertising Sales

CAL. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Tulare	24.0	.0103	28.7	12.4	16.1	14.9	25.0	8.5	154,705	51,097	9,845	4,872	5,469	24,672	7,973
• Visalia	56.5	.0242	29.6	12.7	19.0	17.0	22.8	21.1	502,925	103,266	36,233	104,106	14,611	96,530	18,451
SUBURBAN TOTAL	163.4	.0701	28.8	11.9	14.9	16.7	24.1	52.0	261,377	107,034	18,449	6,211	4,021	38,190	8,032
YUBA CITY	**107.5**	**.0460**	**29.7**	**13.5**	**16.6**	**17.7**	**23.6**	**39.5**	**415,133**	**121,610**	**41,884**	**29,733**	**14,074**	**51,134**	**37,184**
Sutter	55.8	.0239	31.1	12.5	15.8	19.0	24.8	20.7	235,952	69,920	21,263	17,519	7,179	27,450	23,466
• Yuba City	20.3	.0087	29.9	16.3	18.6	15.4	25.1	8.7	183,106	59,899	14,516	7,741	4,997	21,057	20,413
Yuba	51.7	.0221	28.4	14.5	17.7	16.3	22.1	18.8	179,181	51,690	20,621	12,214	6,895	23,684	13,718
SUBURBAN TOTAL	87.2	.0373	29.7	12.8	16.2	18.2	23.2	30.8	232,027	61,711	27,368	21,992	9,077	30,077	16,771
OTHER COUNTIES															
Alpine	1.3	.0005	28.6	18.3	20.0	20.3	16.9	.4	1,580	284	639	93			
Amador	21.9	.0094	38.3	9.8	14.2	17.1	36.9	8.8	107,957	42,931	8,429	6,267	2,557	20,208	2,564
Calaveras	23.1	.0099	37.6	8.3	15.2	17.6	35.7	9.2	56,400	23,098	6,948	496	2,078	2,457	3,203
Colusa	13.1	.0056	32.7	10.5	15.3	16.5	30.0	4.8	51,518	19,579	6,898	2,108	1,264	3,794	4,005
Del Norte	19.4	.0083	31.9	11.3	16.8	16.3	28.4	7.6	79,340	29,753	11,366	1,711	1,880	5,718	1,523
Glenn	22.7	.0097	32.3	10.7	15.2	16.9	29.0	8.4	76,411	26,800	8,703	2,153	1,205	8,324	1,384
Humboldt	111.8	.0479	30.2	15.4	20.5	16.1	24.0	44.3	523,620	167,140	56,233	29,884	12,576	50,623	40,900
Imperial	99.0	.0425	27.6	12.5	15.2	15.9	22.9	30.8	433,967	141,426	33,080	64,210	8,824	41,507	24,843
Inyo	18.8	.0080	36.3	8.8	15.1	17.7	33.9	7.8	106,260	24,832	13,775	4,343	997	13,761	3,228
Kings	76.7	.0328	27.4	14.2	16.7	16.7	20.6	25.1	287,000	81,914	24,688	24,224	8,298	49,883	13,043
Lake	41.7	.0179	43.6	7.2	13.3	14.5	44.3	17.7	147,760	65,765	11,246	975	4,501	18,026	7,547
Lassen	24.0	.0103	30.1	13.9	19.2	17.1	23.4	8.2	80,272	25,781	7,065	2,428	1,041	11,944	6,536
Madera	70.4	.0302	30.1	10.5	17.0	16.8	24.9	23.8	221,969	73,356	26,342	3,523	5,509	26,992	12,248
Mariposa	12.7	.0055	35.8	11.3	15.8	17.1	33.8	4.8	33,880	11,097	2,330	289	237	207	772
Mendocino	72.0	.0308	32.1	9.6	19.3	17.7	26.7	27.7	373,498	118,553	45,098	13,659	9,463	43,078	23,766
Merced	145.1	.0622	27.8	14.1	17.0	16.4	21.3	49.3	531,567	154,179	52,703	49,524	14,226	71,868	25,587
Modoc	9.1	.0039	34.5	7.9	16.0	17.5	31.7	3.5	32,780	6,202	2,937	867	628	6,476	1,123
Mono	10.3	.0045	28.6	17.5	27.8	17.3	14.8	4.4	56,627	18,226	11,233	770	819	156	1,050
Nevada	60.6	.0260	35.3	8.0	17.9	17.1	33.3	23.6	256,836	74,578	29,251	7,295	4,742	20,454	9,887
Plumas	19.2	.0082	33.3	9.4	18.1	17.6	29.3	7.7	86,751	22,453	8,687	13,547	562	9,852	3,277
San Benito	27.3	.0117	29.3	11.3	16.4	16.6	24.1	8.8	101,369	32,538	5,653	978	1,839	9,158	3,671
San Luis Obispo	171.0	.0733	31.1	18.2	18.4	14.6	28.2	65.9	767,053	228,181	104,926	33,376	26,429	87,497	31,966
Sierra	3.3	.0014	34.6	8.5	19.7	17.8	31.3	1.5	5,312	909	1,095	225		989	271
Siskiyou	42.2	.0181	33.1	9.7	17.4	17.1	29.5	16.4	149,441	57,513	15,579	2,179	2,105	10,413	7,290
Tehama	41.8	.0179	34.3	10.0	14.5	17.8	31.2	16.2	186,949	50,276	13,202	5,620	2,431	34,457	3,679
Trinity	13.2	.0057	33.3	7.8	18.4	18.5	28.3	5.2	25,702	11,102	2,632	2,117	174	373	1,249
Tuolumne	38.2	.0164	33.7	10.3	18.3	16.8	30.9	14.6	154,163	52,403	16,849	1,255	3,685	13,266	13,059
TOTAL METRO COUNTIES	**23,702.1**	**10.1595**	**30.9**	**13.4**	**18.6**	**18.0**	**24.4**	**8,849.6**	**120,642,748**	**30,067,849**	**13,373,407**	**15,389,677**	**5,122,228**	**16,230,943**	**4,632,987**
TOTAL STATE	**24,912.0**	**10.6781**	**30.9**	**13.4**	**18.6**	**17.9**	**24.5**	**9,296.1**	**125,578,730**	**31,628,718**	**13,900,994**	**15,663,793**	**5,240,398**	**16,792,424**	**4,880,658**

CAL.
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANAHEIM - SANTA ANA	**25,624,366**	**30,126**	**18.6**	**30.7**	**23.2**	**16.9**	**1.1077**
Orange	25,624,366	30,126	18.6	30.7	23.2	16.9	1.1077
• Anaheim	2,608,442	26,711	21.8	32.6	20.5	12.4	.1143
Buena Park	714,262	29,777	17.7	35.1	24.1	13.0	.0351
Costa Mesa	1,025,537	25,925	22.7	33.2	18.9	11.7	.0669
Cypress	534,917	35,831	12.0	29.5	30.0	21.9	.0215
Fountain Valley	653,433	38,287	11.0	26.8	33.5	24.7	.0273
Fullerton	1,381,304	28,853	19.5	30.2	21.3	17.1	.0589
Garden Grove	1,349,603	28,506	19.5	34.3	23.4	11.4	.0577
Huntington Beach	2,318,081	31,658	16.9	31.1	25.3	17.8	.0975
Irvine	1,071,596	40,131	9.4	26.3	30.8	29.7	.0394
La Habra	541,420	28,094	20.1	33.0	22.8	12.5	.0244
Newport Beach	1,379,426	36,073	14.8	23.9	19.2	32.2	.0567
Orange	1,121,127	29,520	19.8	29.8	23.5	15.4	.0567
• Santa Ana	1,939,568	24,716	23.6	34.6	19.2	7.6	.1019
Westminster	821,676	30,536	18.0	32.1	25.8	13.9	.0470
SUBURBAN TOTAL	21,076,356	31,364	17.5	29.9	24.1	18.7	.8915

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

SAN FRANCISCO
183 MILES
LOS ANGELES
221 MILES

in FRESNO...Buying Power you can count on

more than 400,000 people live in homes that receive The Fresno Bee

		Ranking
Population FRESNO County 1982	535,500	78
Households FRESNO County 1982	189,600	79
Effective Buying Income 1982	4,298,857,000	88
Retail Sales	2,472,922,000	76

The Fresno Bee
1626 E Street, Fresno, CA 93786

Retail Advertising (209) 441-6111
General Advertising (209) 441-6176
Classified Advertising (209) 442-4442

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee.

CAL. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BAKERSFIELD	**3,988,629**	**22,357**	**25.3**	**31.1**	**16.1**	**8.3**	**.1885**
Kern	3,988,629	22,357	25.3	31.1	16.1	8.3	.1885
• Bakersfield	1,265,166	24,894	22.2	31.3	18.9	10.2	.0744
SUBURBAN TOTAL	2,723,463	21,408	26.6	30.9	15.0	7.5	.1141
CHICO	**1,316,023**	**16,937**	**31.1**	**27.6**	**9.6**	**4.4**	**.0616**
Butte	1,316,023	16,937	31.1	27.6	9.6	4.4	.0616
• Chico	221,846	14,396	28.3	24.8	7.3	4.0	.0152
SUBURBAN TOTAL	1,094,177	17,448	31.8	28.2	10.1	4.5	.0464
FRESNO	**5,182,143**	**22,174**	**25.8**	**30.0**	**15.8**	**9.3**	**.2367**
Fresno	5,182,143	22,174	25.8	30.0	15.8	9.3	.2367
• Fresno	2,328,561	20,572	26.5	29.2	15.1	7.1	.1167
SUBURBAN TOTAL	2,853,582	23,705	25.0	30.8	16.5	11.4	.1200
LOS ANGELES - LONG BEACH	**79,155,146**	**23,655**	**23.5**	**29.2**	**16.9**	**11.8**	**3.5128**
Los Angeles	79,155,146	23,655	23.5	29.2	16.9	11.8	3.5128
Alhambra	666,303	21,911	26.9	32.5	15.1	7.1	.0322
Arcadia	686,628	32,478	17.5	25.6	21.8	24.2	.0332
Baldwin Park	339,933	22,352	24.6	38.9	13.8	4.1	.0158
Bellflower	546,364	22,671	24.7	34.7	15.7	5.9	.0262
• Burbank	996,538	24,269	24.0	31.7	18.2	10.5	.0432
Carson	759,133	31,300	16.4	33.3	27.7	13.2	.0407

BUYING
The Daily Breeze
POWER

We're in the middle of it. Diversification in industry, retail, and manufacturing enables Southwest Los Angeles County to boast an unemployment rate of only 3%. Combine that with an average family income of $32,014 and an aggregate income of over $9 billion and you get buying power. **THE DAILY BREEZE–The largest evening newspaper in Los Angeles County.**

Source: Urban Decision Systems, 5-5-83
SCAG Census Data, 4-1-80

THE DAILY BREEZE, 5215 TORRANCE BLVD., TORRANCE, CA. 90509 (213) 540-5511 REPRESENTED NATIONALLY BY SAWYER/FERGUSON/WALKER

If You Need Kern County, We Read You!

Every day nearly two hundred thousand people read The Californian because The Californian reads Kern County people like no other news source around. And because we read Kern County, we read your needs in reaching this vital California market.

Here are some brief facts about Bakersfield/Kern County that may be of interest:

- *Bakersfield/Kern County is Number One in Personal Income Annual Growth among California Metro Markets.*
- *Bakersfield/Kern County is Number Two in Population Growth among California Markets, 100,000 or more.*
- *Bakersfield/Kern County is among the leaders in Per Capita Retail Sales — 13% above the national average ($1.8 Billion).*

And here are some facts about The Californian you should know:

- *The Californian has 66% Household penetration of the Bakersfield/Kern County Market. Los Angeles newspapers have only 10.6% combined penetration.*
- *The Californian circulation is up — 5.1% vs. population increase of 2.2%.*

BAKERSFIELD/KERN COUNTY — THE IDEAL TEST MARKET.

If you're planning on testing your next campaign, consider Bakersfield/Kern County and The Californian. The market is ideal. It's isolated from outside media influence. Because of the market size, advertising rates are economical. And you need consider only one newspaper, The Californian.

Whether a test market campaign, or a continuing advertising program, you belong in The Californian. Because we read you.

For complete market information, rates, etc., please call 805-395-7249.

The Bakersfield Californian

CAL. (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cerritos	614,536	40,219	7.0	25.8	39.7	24.2	.0321
Compton	472,276	18,495	28.0	29.1	12.6	4.3	.0235
Downey	973,017	26,708	22.2	32.9	20.2	12.2	.0485
El Monte	549,244	19,083	29.5	32.2	11.5	3.7	.0314
Gardena	475,590	24,726	22.3	34.9	18.5	8.7	.0219
Glendale	1,696,672	23,125	24.9	29.8	15.4	12.0	.0783
Hawthorne	607,188	23,274	26.7	33.9	18.0	6.4	.0295
Huntington Park	286,942	15,986	32.8	27.0	8.2	2.7	.0161
Inglewood	877,380	20,276	27.8	30.9	13.9	5.9	.0395
Lakewood	799,706	30,369	15.8	37.6	26.6	10.7	.0347
La Mirada	426,195	33,629	11.8	34.7	30.2	16.2	.0181
Lancaster	512,458	26,730	19.6	33.8	21.0	10.2	.0246
● Long Beach	3,895,640	20,776	25.7	28.9	14.5	8.4	.1675
● Los Angeles	31,557,554	21,231	25.2	26.8	14.3	11.6	1.3897
Lynwood	331,823	20,517	26.7	33.4	14.4	3.5	.0162
Montebello	496,336	23,861	23.4	31.7	16.7	10.6	.0234
Monterey Park	569,868	26,672	21.2	31.2	21.0	12.5	.0233
Norwalk	690,554	25,889	21.4	37.7	21.3	6.5	.0329
● Pasadena	1,379,137	21,940	25.2	27.1	14.1	13.0	.0657
Pico Rivera	412,727	24,711	23.7	36.9	18.1	7.1	.0184
● Pomona	757,468	20,827	26.6	33.0	14.4	4.7	.0417
Redondo Beach	776,996	28,868	19.4	34.1	23.1	12.8	.0326
Rosemead	321,719	21,254	27.9	32.5	15.4	5.2	.0155
Santa Monica	1,239,248	22,439	25.6	29.7	13.9	12.3	.0535
South Gate	537,924	19,858	28.5	32.8	13.0	3.9	.0241
Torrance	1,676,414	31,624	16.8	30.5	25.6	17.5	.0886
West Covina	976,985	31,855	15.4	33.6	28.4	14.6	.0482
Whittier	848,506	26,406	21.1	30.5	18.7	14.3	.0404
SUBURBAN TOTAL	40,568,809	26,100	21.6	31.1	19.5	12.6	1.8050
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***126,430,139***	***24,758***	***22.9***	***29.8***	***18.1***	***12.2***	***5.5906***
MODESTO	**2,481,464**	**20,105**	**28.0**	**31.6**	**12.8**	**5.8**	**.1185**
Stanislaus	2,481,464	20,105	28.0	31.6	12.8	5.8	.1185
● Modesto	1,101,962	21,942	26.3	34.4	14.9	5.9	.0587
● Turlock	250,181	18,516	28.0	30.2	11.3	4.9	.0127
SUBURBAN TOTAL	1,129,321	18,779	29.3	29.6	11.3	5.9	.0471
OAKLAND	**21,053,756**	**26,914**	**19.8**	**29.7**	**21.2**	**12.9**	**.8824**
Alameda	12,451,987	25,071	21.1	30.1	19.6	10.7	.5388
Alameda	774,556	24,284	25.3	31.2	19.1	9.8	.0321
● Berkeley	1,132,776	18,522	25.7	24.7	11.5	10.5	.0499
Fremont	1,605,583	32,993	14.4	32.8	30.0	14.8	.0705
Hayward	1,027,112	26,582	20.4	35.1	21.7	8.9	.0563
● Livermore	561,671	32,453	14.0	33.7	29.6	13.6	.0231
● Oakland	3,433,201	18,938	24.9	26.7	13.1	7.8	.1466
San Leandro	779,666	25,831	22.1	33.8	20.3	9.6	.0385
Contra Costa	8,601,769	30,075	17.6	29.5	23.7	16.5	.3436
Antioch	460,489	27,451	19.4	35.7	22.1	8.6	.0207
Concord	1,254,097	29,171	19.1	32.7	26.1	11.2	.0570
Richmond	688,257	20,858	24.4	30.2	15.6	6.1	.0301
Walnut Creek	903,053	32,178	17.9	26.7	23.3	22.0	.0400
SUBURBAN TOTAL	15,926,108	29,632	18.0	31.0	24.1	14.6	.6628
OXNARD - VENTURA	**6,054,294**	**28,510**	**20.4**	**31.6**	**22.8**	**13.5**	**.2581**
Ventura	6,054,294	28,510	20.4	31.6	22.8	13.5	.2581
● Oxnard	1,027,535	23,943	26.0	34.4	17.2	8.4	.0509
Simi Valley	850,529	34,936	12.2	31.9	34.2	15.7	.0356
Thousand Oaks	1,119,076	35,359	14.3	28.1	28.5	22.3	.0472
● Ventura	912,599	25,341	22.5	31.8	19.8	10.7	.0445
SUBURBAN TOTAL	4,114,160	30,907	18.2	30.7	25.3	15.8	.1627
REDDING	**1,016,348**	**17,513**	**31.3**	**29.5**	**9.7**	**4.0**	**.0529**
Shasta	1,016,348	17,513	31.3	29.5	9.7	4.0	.0529
● Redding	404,597	17,587	31.4	29.0	10.3	4.2	.0274
SUBURBAN TOTAL	611,751	17,464	31.0	30.0	9.3	3.9	.0255
RIVERSIDE - SAN BERNARDINO	**15,596,333**	**22,019**	**26.0**	**31.7**	**15.9**	**7.2**	**.7120**
Riverside	6,722,366	20,741	28.2	30.3	14.3	7.1	.3134
● Palm Springs	484,646	20,923	28.4	25.0	14.0	12.8	.0264
● Riverside	1,661,317	23,113	25.0	32.1	17.2	8.0	.0819
San Bernardino	8,873,967	23,092	24.3	32.7	17.1	7.3	.3986
Chino	389,856	30,517	14.3	37.5	27.3	10.0	.0169
Ontario	862,053	24,798	22.1	37.7	19.0	5.6	.0394

When buying Southern California ...

RIVERSIDE COUNTY IS A MUST FOR YOUR LIST.

Riverside
Press-Enterprise
Press-Enterprise
INLAND SOUTHERN CALIFORNIA'S LARGEST NEWSPAPER
Riverside County

Right "next door" to L.A., Riverside County is as large as New Jersey and is home to 707,900 people, many of whom commute daily to Los Angeles and Orange County.

It's the fastest growing county in Southern California, is fragmented by broadcast and penetrated to a maximum of only 9% by any Los Angeles daily newspaper.

No medium dominates this affluent county like the morning, evening and Sunday Press-Enterprise.

It makes good sense to go with the dominant force in Southern California's Riverside County.

To learn more, call our national advertising manager, Ray Hammond, collect at (714) 684-1200 or talk with your Sawyer Ferguson Walker rep.

Press-Enterprise

Circulation (all editions) 115,617 Daily; 122,681 Sunday

The dominant force for results in Riverside County, California

BUSINESS WITH BILL*

[Frankly, an advertisement]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

My first impression of Bill Communications was that "something was different." Sitting in the lobby, I noticed that employees did not walk from place to place—they ran.

As the employment interviews unfolded, it became clear that I was going to start a market research company from scratch. The basic concept was one of quality, custom research products for the foodservice industry. There were no other restrictions. For performing this task successfully, the guarantees were: autonomy, a share of the success, and that the corporation's resources would be at our disposal.

It was a unique opportunity. The instructions were: "Come to us when you have questions or need help, otherwise we will see you later." I joined the runners. Our first full year in operation we broke even. Now we're in the black with many valued clients.

Regardless of their position, employees are aware that they will be allowed to approach goals in their own unique way. If successful, personal expectations will be fulfilled. This management approach requires individuals to *use* their unique strengths. It leads to personal satisfaction and thus long-term employment relationships.

Richard B. Hare
Director
Foodservice Research Center
Vice President
Restaurant Business, Inc.
With Bill: 2½ years

When I made the decision to pursue a career in business, I was forewarned that such a career for a woman would be a difficult challenge. Unfortunately, the warnings were reality. Good business decisions were because of a woman's intuition, never because I was a thinking, creative individual. Frustration was the only word to describe my career until I came to Bill Communications. Business publishing is a highly competitive industry. Bill Communications recognizes the need to employ creative individuals to remain a leader in the industry. At Bill Communications, it's the individual and the individual's ability to work on the team that counts. The door of opportunity is always opened to the self-motivated, creative individual who embraces challenge. My time at Bill Communications is proof of that open door—from assistant circulation manager to director of circulation in 18 months.

Each and every day at Bill is a learning experience. I am pleased to be one of its individuals.

Judith L. Giordano
Director of Circulation
Plastics/Chemical Division
With Bill: 3 years

How easy is it to get out of bed in the morning and go to work? That's my simple way of determining job satisfaction. And, using that as my yardstick, after 11 years with Bill Communications, I'm still up before the alarm sounds.

While there are many contributors to the high level of satisfaction that I enjoy, the foremost factor is the unique mixture of freedom and control that is exhibited at all levels within our corporation.

As director of marketing and sales, I have the freedom to experiment, to try new marketing techniques and new sales strategies, and to develop new products and opportunities for my division, Market Statistics. Yet at the same time, I work within a predefined set of goals.

It works well for me and my associates because it allows us the freedom to exhibit our skills as individuals and our individual skills. It allows all Bill associates to contribute to their day-to-day activities, to participate, rather than simply accept instructions or management decisions.

I've never heard a BillCom manager say, "do it this way." More often it's, "here's what I need, when can I have it." In this case, getting there is all the fun. It further means that every day is different from its predecessor. Each day brings something new to look forward to, something to pull you out of bed each morning.

David Glazer
Senior Vice President
Market Statistics
With Bill: 11 years

***BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* AUTOMOTIVE CHAIN STORE ☐ INCENTIVE MARKETING ☐ INDUSTRIAL CHEMICAL NEWS ☐ INSTITUTIONAL DISTRIBUTION ☐ JOBBER RETAILER ☐ MODERN TIRE DEALER ☐ PLASTICS TECHNOLOGY ☐ RESTAURANT BUSINESS ☐ RESTAURANT AND HOTEL DESIGN ☐ SALES & MARKETING MANAGEMENT ☐ SUCCESSFUL MEETINGS ☐ *INFORMATION DIVISION:* BILLCOM LIST RENTAL ☐ FOODSERVICE RESEARCH CENTER ☐ INTEGRATED FOODSERVICES ☐ MARKET STATISTICS ☐ SALES BUILDERS ☐ SM DATA BANK**
CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800].

Attention Media Buyers
Sacramento is a two-newspaper market

Newspapers are the natural buy

Living in the Capital, Sacramentans are well educated and interested in the news. As a result, the combined penetration of Sacramento's two morning newspapers is the highest of any major western market:

[redacted]
50% SEATTLE POST/INTELLIGENCER/TIMES
44% SAN DIEGO UNION/TRIBUNE
41% SAN JOSE MERCURY/NEWS
29% LOS ANGLES TIMES/HERALD EXAMINER
27% SAN FRANCISCO CHRONICLE/EXAMINER

Five-issue readership is still higher

Over the course of a week, The Union and Bee reach 87% of all households (Five-issue net reach, 1982 Simmons).

A two-newspaper market

Today, it takes both morning newspapers to reach a majority of your potential customers. The two-newspaper buy is effective and efficient with subscriber duplication at a low 3.8% (Simmons 1982).

With over 261,000 adult readers, the Union by itself represents a market larger than Fresno, Reno or Stockton.

The New Union

301 CAPITOL MALL • SACRAMENTO, CA 95812 • 916/442-7811
REPRESENTED NATIONALLY BY LANDON ASSOCIATES, INC.

Source: ABC FAS-FAX, circulation averages for 6 months ended 3/31/83 calculations by The Sacramento Union Marketing Research Department.

CAL. (cont.)

[redacted] ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Rancho Cucamonga	625,399	31,823	13.8	38.1	28.9	12.0	.0227
Redlands	508,881	25,386	20.5	30.9	18.8	12.2	.0224
• San Bernardino	1,033,270	18,922	27.3	30.3	12.4	4.7	.0628
Upland	594,042	28,343	18.4	31.7	21.2	15.3	.0241
SUBURBAN TOTAL	12,417,100	22,212	25.9	31.9	16.1	7.2	.5409
SACRAMENTO	**12,202,166**	**22,940**	**24.9**	**31.3**	**17.1**	**8.2**	**.5500**
El Dorado	1,000,651	23,015	26.2	33.8	16.0	7.9	.0446
Placer	1,294,526	23,370	24.5	31.9	17.4	8.3	.0600
Sacramento	3,804,345	23,269	24.6	31.4	17.6	8.3	.3949
• Sacramento	2,907,946	19,714	26.2	28.3	14.1	6.9	.1316
Yolo	1,102,644	19,880	26.5	28.2	14.2	7.3	.0505
• Davis	369,187	19,082	26.0	25.3	14.3	8.5	.0170
• Woodland	311,877	23,547	23.3	34.9	16.5	7.2	.0155
SUBURBAN TOTAL	8,613,156	24,318	24.5	32.6	18.4	8.7	.3859
SALINAS - SEASIDE - MONTEREY	**2,934,279**	**23,554**	**25.5**	**33.1**	**16.3**	**9.4**	**.1345**
Monterey	2,934,279	23,554	25.5	33.1	16.3	9.4	.1345
• Monterey	329,837	23,111	25.5	34.3	16.2	7.9	.0164
• Salinas	739,838	22,879	25.8	34.0	16.1	7.0	.0412
• Seaside	273,187	19,556	32.8	33.7	10.8	4.1	.0149
SUBURBAN TOTAL	1,591,417	25,007	24.0	32.4	17.4	12.0	.0620
SAN DIEGO	**20,798,958**	**23,219**	**25.5**	**30.9**	**16.7**	**10.0**	**.9185**
San Diego	20,798,958	23,219	25.5	30.9	16.7	10.0	.9185
Chula Vista	879,467	24,270	23.7	32.9	18.7	8.5	.0398
El Cajon	745,381	20,733	28.1	30.9	14.2	6.7	.0506
• Escondido	670,344	20,832	28.9	32.1	13.9	6.1	.0406
La Mesa	631,488	22,820	26.5	32.5	15.5	8.6	.0322
National City	369,620	16,617	33.8	28.0	9.0	2.3	.0254
Oceanside	812,219	20,413	32.1	30.9	13.8	6.4	.0361
• San Diego	9,727,513	22,296	26.0	30.1	15.7	9.7	.4251
SUBURBAN TOTAL	10,401,101	24,346	24.8	31.5	17.8	10.6	.4528

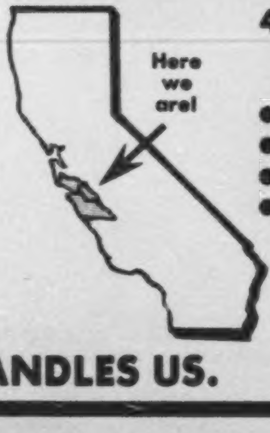
ADI *DISCOUNT* SUPER/MARKET

* **Maximum penetration of the isolated Central Coast of California**

** **Over $4 billion E.B.I.—more than 500,000 people**

*** **Discounted Rates (6 months guarantee)**

**** **One order — One bill**

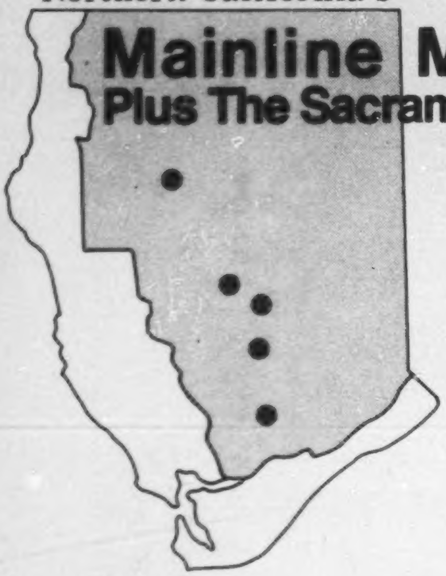


4 Daily Newspapers

- SANTA CRUZ
- WATSONVILLE
- HOLLISTER
- MONTEREY

sau STANDARD AD UNIT

Branham HANDLES US.



Northern California's

Mainline Markets
Plus The Sacramento Bee

	FLAT RATE	GROUP RATE
REDDING RECORD SEARCHLIGHT	.62	.52
CHICO ENTERPRISE RECORD	.40	.35
OROVILLE MERCURY REGISTER	.27	*.21
MARYSVILLE APPEAL DEMOCRAT	.37	.30
SACRAMENTO BEE	2.35	2.00
TOTAL	4.01	3.38

(Allowance should be made for the 6 column format in Redding.)

SAVE

15.7%

Over 322,000 daily circulation

19 counties 776,700 households

Less than 10% outside spill-in

Targeted coverage makes local sales!

sau STANDARD AD UNIT

Branham NEWSPAPER SALES

and

CRESMER, WOODWARD, O'MARA & ORMSBEE, INC.

Paradise Lost.
(And Found!)

If you have something to sell, $18 billion worth of buying power equals a paradise without question.

That's San Diego. Second largest city in all 11 Western states. But it's Paradise Lost if you're thinking you can reach it with Los Angeles newspapers.

No way.

The San Diego Union and The Tribune reach 55% of the adults in Paradise. It's the *only* way for you to reach Paradise (with eight times more penetration than *any* Los Angeles newspaper).

Now, we're not suggesting that you skip Los Angeles and buy San Diego instead. What we are saying is this: Los Angeles is the 2nd largest ADI — and when you *add* San Diego, you've suddenly upgraded your buy to cover the *number one market*, Southern California. With more retail sales than New York and Chicago metro areas. Combined.

And that's Paradise in anybody's book. But you can't necessarily go by the book if you want to find it.

The San Diego Union • The Tribune
Member of Newsplan
For more information, contact our national representatives, Sawyer-Ferguson-Walker.

CAL. (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SAN FRANCISCO	**19,318,206**	**26,273**	**21.4**	**29.4**	**19.0**	**14.5**	**.8280**
Marin	3,452,136	31,902	17.3	27.5	22.1	22.6	.1376
Novato	564,655	31,836	18.3	29.7	26.0	17.7	.0228
San Rafael	658,597	28,225	20.4	27.3	21.0	17.7	.0342
San Francisco	7,954,483	21,649	24.7	28.7	14.8	10.3	.3524
• San Francisco	7,954,483	21,649	24.7	28.7	14.8	10.3	.3524
San Mateo	7,911,587	30,018	18.9	31.1	23.0	16.6	.3380
Daly City	870,700	27,888	21.0	35.1	22.9	10.2	.0450
Redwood City	680,309	25,386	23.9	30.4	20.6	10.9	.0326
San Mateo	1,077,885	28,897	19.6	32.9	22.5	14.3	.0495
South San Francisco	552,200	29,110	17.9	35.8	23.8	11.0	.0237
SUBURBAN TOTAL	11,363,723	30,502	18.5	30.1	22.8	18.3	.4756
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***66,556,123***	***27,100***	***20.4***	***30.4***	***20.7***	***15.5***	***2.8363***
SAN JOSE	**16,631,143**	**30,570**	**17.7**	**30.9**	**24.3**	**16.4**	**.7199**
Santa Clara	16,631,143	30,570	17.7	30.9	24.3	16.4	.7199
Mountain View	847,506	26,117	22.3	36.8	18.6	10.8	.0371
• Palo Alto	850,458	32,170	17.8	27.3	21.8	23.0	.0406
• San Jose	7,358,788	29,988	17.9	31.8	25.2	13.6	.3159
Santa Clara	1,059,588	28,646	19.7	33.4	24.8	11.4	.0535
Sunnyvale	1,466,506	30,181	18.7	33.1	24.5	15.3	.0660
SUBURBAN TOTAL	8,421,897	31,047	17.4	30.7	23.6	18.5	.3634
SANTA BARBARA - SANTA MARIA - LOMPOC	**3,377,300**	**24,239**	**24.4**	**30.0**	**17.6**	**11.7**	**.1491**
Santa Barbara	3,377,300	24,239	24.4	30.0	17.6	11.7	.1491
• Lompoc	255,522	22,171	24.8	33.0	16.3	5.5	.0115
• Santa Barbara	904,254	21,019	27.8	28.7	13.9	9.9	.0447
Santa Maria	371,394	21,805	26.4	34.5	14.3	5.7	.0247
SUBURBAN TOTAL	1,846,130	27,773	21.8	29.0	20.9	15.4	.0682
SANTA CRUZ	**2,139,734**	**22,455**	**25.1**	**29.3**	**16.0**	**10.0**	**.0952**
Santa Cruz	2,139,734	22,455	25.1	29.3	16.0	10.0	.0952
• Santa Cruz	428,387	1[illegible],866	27.0	27.1	13.0	7.2	.0255
SUBURBAN TOTAL	1,711,347	23,504	24.5	30.0	16.9	10.8	.0697
SANTA ROSA - PETALUMA	**3,546,968**	**24,280**	**23.6**	**31.6**	**18.3**	**9.5**	**.1561**
Sonoma	3,546,968	24,280	23.6	31.6	18.3	9.5	.1561
• Petaluma	390,592	28,292	19.6	32.2	25.2	8.6	.0175
• Santa Rosa	1,063,069	23,924	24.3	32.2	17.7	9.1	.0533
SUBURBAN TOTAL	2,093,307	23,806	23.9	31.3	17.4	9.9	.0853
STOCKTON	**3,321,323**	**21,181**	**25.4**	**31.1**	**15.0**	**6.7**	**.1535**
San Joaquin	3,321,323	21,181	25.4	31.1	15.0	6.7	.1535
• Lodi	368,845	21,220	25.7	30.6	15.8	6.5	.0191
• Stockton	1,399,891	19,581	25.9	29.8	13.8	5.5	.0685
SUBURBAN TOTAL	1,552,587	22,802	24.8	32.6	16.0	8.0	.0659
VALLEJO - FAIRFIELD - NAPA	**3,548,316**	**24,398**	**23.8**	**34.1**	**18.8**	**7.1**	**.1547**
Napa	1,196,005	26,004	22.1	30.8	20.5	11.3	.0485
• Napa	622,032	26,261	22.0	31.7	21.4	9.8	.0291
Solano	2,352,311	23,796	24.6	35.5	18.1	5.3	.1062
• Fairfield	540,983	22,417	28.9	33.4	16.9	5.1	.0267
Vacaville	444,481	25,647	21.3	39.8	19.8	4.7	.0202
• Vallejo	775,129	21,937	25.8	34.5	16.3	3.9	.0367
SUBURBAN TOTAL	1,610,172	25,913	21.5	34.9	20.0	8.8	.0622
VISALIA - TULARE - PORTERVILLE	**1,855,737**	**17,157**	**32.7**	**28.4**	**9.4**	**4.2**	**.0956**
Tulare	1,855,737	17,157	32.7	28.4	9.4	4.2	.0956
• Porterville	150,485	16,650	30.3	28.9	9.1	3.3	.0105
• Tulare	167,914	16,635	32.2	28.9	8.0	3.5	.0102
• Visalia	487,242	20,043	28.6	32.0	13.0	5.2	.0298
SUBURBAN TOTAL	1,050,096	16,311	34.8	26.8	8.2	4.1	.0451
YUBA CITY	**842,526**	**17,509**	**32.1**	**27.2**	**11.2**	**4.5**	**.0399**
Sutter	470,617	19,119	29.7	28.5	13.6	5.6	.0220
• Yuba City	168,928	16,302	32.9	26.7	8.9	3.4	.0106
Yuba	371,909	16,056	34.7	25.8	8.7	3.3	.0179
SUBURBAN TOTAL	673,598	17,843	31.8	27.4	11.9	4.8	.0293
OTHER COUNTIES							
Alpine	10,262	20,750	23.3	29.2	8.0	15.0	.0004
Amador	199,549	19,953	29.2	33.7	11.6	4.6	.0095
Calaveras	204,038	19,204	30.0	32.0	11.2	4.8	.0082

$38.9 billion Effective Buying Income

Sixth largest SMSA.

$38.9 billion in Effective Buying Income puts the San Francisco-Oakland SMSA ahead of all but five other metro areas in the nation. It's a market that annually spends over $17 billion in retail purchases, a market that includes two of the nation's top 10 counties in per capita income.

We've got a wealth of power-packed consumers in our pocket. In fact, the San Francisco Chronicle and San Francisco Examiner reach:

72% of all SMSA professionals and managers

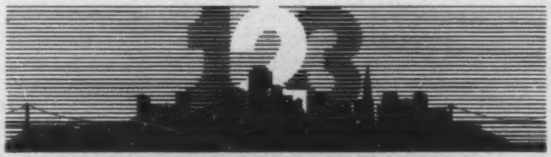
72% of all adults in households where annual income exceeds $35,000

76% of all adults with college degrees

62% of the food shoppers who spend over $100 a week on groceries

We reach 474,861 SMSA households.

That's 18,892 more than last year. So we can help you put all these big spenders in *your* pocket.



1 buy • 2 papers • 3 times the circulation of any other Northern California newspaper.

San Francisco Chronicle
San Francisco Examiner

Sources: ABC Audits Sept. 1981 and 1982; Survey of Buying Power Data Service, 1982, Sales & Marketing Management, 2/7/83; The San Francisco Market/Scarborough Research, 1981 (5 issue reach).

San Francisco Newspaper Agency

Agent of
San Francisco Chronicle/
San Francisco Examiner/
San Francisco Sunday
Examiner & Chronicle
925 Mission Street
San Francisco, CA 94103

Represented nationally by Sawyer-Ferguson-Walker.

THE 1983 CO-OP SOURCE DIRECTORY
MEANS BUSINESS

The definitive, co-op information reference book that makes your job easier, your time more productive, your profits more rewarding.

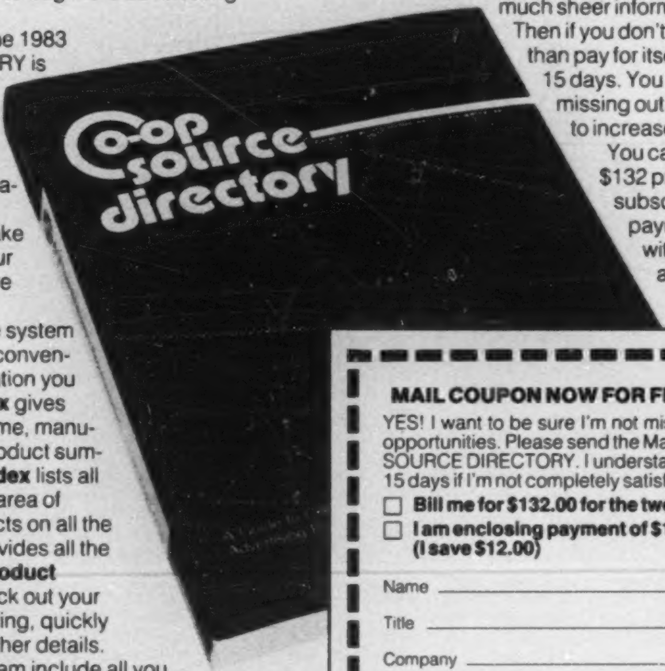
You've got all the work you can handle, and more. Keeping up with your research. Managing and training your sales staff. Even making sales presentations. How can you keep up with the latest in today's co-op advertising programs? How can you be sure you don't miss out on promising ways to bag more advertisting dollars?

No problem, as long as the 1983 CO-OP SOURCE DIRECTORY is handy on your desk. It puts over 3,000 unduplicated co-op programs right at your finger tips. With all the accurate, up-to-date information you need—set up the way you need it. To help make your research as well as your sales efforts easier and more productive.

A unique cross-reference system lets you choose from three convenient ways to find the information you need. The **Trademark Index** gives you the product's brand name, manufacturer's name, page of product summary. A **Manufacturer's Index** lists all programs available in your area of interest. Gives you quick facts on all the programs. (Very often it provides all the information you need). A **Product Classification** lets you check out your product by its generic heading, quickly finding where to look for further details.

The details of each program include all you need to decide on marketing strategy: eligible media, timing and accrued allowances, participation, specs. media requirements, ad aids, method of reimbursement, claim documentation. Right down to names, addresses and phone numbers of people to contact.

When you need even more, there's the CO-OP DATA BASE. These customized reports are available at modest cost; each is checked with the manufacturer. In four formats: mailing label, program summary, trademark index, manufacturer's index.



TRY IT FOR 15 DAYS FREE

The CO-OP SOURCE DIRECTORY is issued twice yearly—in March and in September. Try the March issue in your office. See how useful it is in locating co-op programs. How easy it is to use. How much sheer information it gives you. Then if you don't agree it will more than pay for itself, return it in 15 days. You risk nothing, except missing out on a lot of ways to increase sales.

You can save 9% on the full $132 price of a 1983 subscription by sending payment of only $120 with your coupon. That's a savings of $12—just for paying in advance.

ABCDEF 3406

MAIL COUPON NOW FOR FREE 15-DAY TRIAL

YES! I want to be sure I'm not missing out on any co-op opportunities. Please send the March issue of the CO-OP SOURCE DIRECTORY. I understand I may return it within 15 days if I'm not completely satisfied.

☐ **Bill me for $132.00 for the two 1983 issues.**

☐ **I am enclosing payment of $120.00 (I save $12.00)**

Name ______

Title ______

Company ______

Address ______

City ______ State ______ Zip ______

Signature ______

Phone ( ) ______

co-op source directory

To order by phone, call the Circulation Dept. at (800) 323-8079

SRDS Co-op Source Directory
5201 Old Orchard Road, Skokie, IL 60077

CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Colusa	120,860	20,921	27.3	29.5	13.3	9.6	.0054
Del Norte	141,291	15,773	31.6	28.7	8.2	1.5	.0072
Glenn	189,363	19,337	29.8	30.8	11.7	5.6	.0084
Humboldt	972,379	18,869	27.9	30.5	12.2	4.5	.0463
Imperial	642,546	17,227	32.6	28.1	9.5	4.2	.0351
Inyo	173,456	19,404	27.4	30.8	12.7	5.1	.0085
Kings	600,942	19,911	30.0	30.7	13.6	5.4	.0284
Lake	343,910	15,191	33.4	23.5	9.5	3.5	.0155
Lassen	177,327	18,615	32.7	32.8	10.5	2.5	.0083
Madera	531,986	19,147	28.3	31.0	11.7	5.2	.0244
Mariposa	98,596	15,958	33.1	28.8	6.8	3.1	.0043
Mendocino	590,924	18,711	29.0	32.0	10.4	4.0	.0300
Merced	1,103,176	18,542	31.6	29.8	10.6	5.3	.0524

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Modoc	65,972	15,349	32.0	26.5	8.3	2.6	.0032
Mono	112,816	22,072	28.2	34.7	12.5	8.3	.0050
Nevada	567,751	21,027	27.7	31.8	14.6	6.2	.0252
Plumas	160,487	18,446	32.3	31.8	10.0	3.6	.0077
San Benito	208,518	21,268	28.2	35.9	12.3	5.4	.0100
San Luis Obispo	1,605,199	20,122	29.0	29.7	13.9	6.7	.0725
Sierra	30,424	17,925	27.7	31.1	9.4	3.9	.0011
Siskiyou	331,746	17,807	30.5	31.8	8.7	3.1	.0154
Tehama	305,891	16,398	30.4	29.3	8.0	2.5	.0158
Trinity	100,164	17,024	33.2	30.3	7.6	2.8	.0041
Tuolumne	293,641	16,858	33.4	29.5	8.9	2.8	.0143
TOTAL METRO COUNTIES	**251,985,158**	**24,597**	**23.1**	**30.2**	**18.1**	**11.6**	**11.1262**
TOTAL STATE	**261,868,372**	**24,260**	**23.4**	**30.3**	**17.8**	**11.2**	**11.5926**

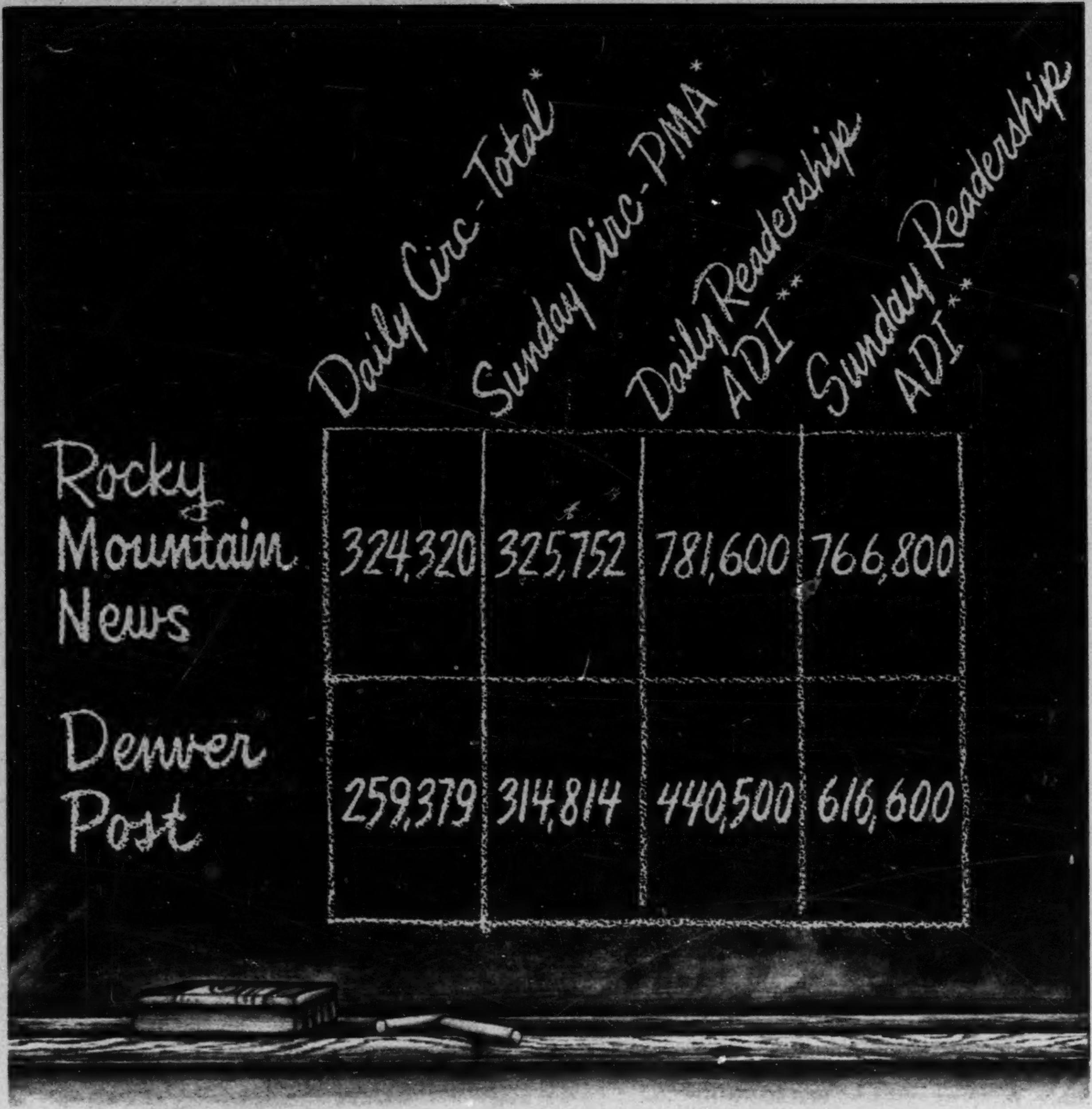
COLORADO

COLO.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**206.2**	**.0884**	**28.4**	**18.7**	**23.2**	**18.2**	**16.4**	**77.8**	**1,058,309**	**261,632**	**96,964**	**69,610**	**65,524**	**174,451**	**30,854**
Boulder	206.2	.0884	28.4	18.7	23.2	18.2	16.4	77.8	1,058,309	261,632	96,964	69,610	65,524	174,451	30,854
• Boulder	80.2	.0344	26.8	29.4	23.9	14.9	15.5	31.1	502,921	118,645	56,396	37,024	35,959	62,900	10,976
• Longmont	47.9	.0205	29.2	11.9	21.4	17.9	19.7	17.9	287,745	86,030	20,995	19,528	17,142	42,369	14,574
SUBURBAN TOTAL	78.1	.0335	29.5	11.8	23.6	21.7	15.4	28.8	267,643	56,957	19,573	13,058	12,423	69,182	5,304
COLORADO SPRINGS	**327.5**	**.1403**	**27.9**	**16.6**	**19.2**	**18.1**	**18.3**	**118.5**	**1,540,110**	**357,447**	**120,444**	**189,466**	**86,371**	**295,414**	**26,800**
El Paso	327.5	.1403	27.9	16.6	19.2	18.1	18.3	118.5	1,540,110	357,447	120,444	189,466	86,371	295,414	26,800
• Colorado Springs	230.4	.0988	29.3	14.8	19.7	18.0	20.7	90.3	1,394,911	326,055	105,365	175,524	76,524	288,031	25,044
SUBURBAN TOTAL	97.1	.0415	24.7	20.7	18.5	18.2	12.4	28.2	145,199	31,392	15,079	13,942	9,847	7,383	1,756
DENVER	**1,535.6**	**.6581**	**30.0**	**12.7**	**21.4**	**18.8**	**20.5**	**600.5**	**8,639,433**	**2,132,139**	**833,056**	**1,165,957**	**402,745**	**1,562,630**	**171,726**
Adams	264.1	.1132	27.5	14.6	20.1	18.1	16.9	94.6	1,493,344	462,095	99,170	235,760	47,352	232,312	21,195
Thornton	43.3	.0186	26.5	13.6	25.4	15.5	12.9	14.6	216,758	51,169	13,037	60,006	7,670	42,061	2,146
Westminster	53.9	.0231	27.0	13.3	26.9	17.0	11.4	18.4	114,512	51,564	8,988	15,920	3,365	6,120	1,794
Arapahoe	338.6	.1451	29.7	11.4	21.6	21.4	17.1	127.9	2,273,806	427,169	170,547	382,782	81,985	567,016	36,967
Aurora	169.9	.0728	28.6	13.1	25.2	18.8	14.9	62.6	1,028,704	288,602	77,134	190,442	37,121	144,233	14,821
Denver	489.0	.2096	31.4	14.2	22.4	15.0	27.0	218.1	2,686,577	672,582	365,216	248,323	184,014	323,934	56,212
• Denver	489.0	.2096	31.4	14.2	22.4	15.0	27.0	218.1	2,686,577	672,582	365,216	248,323	184,014	323,934	56,212
Douglas	30.9	.0132	30.4	7.4	18.2	26.1	15.6	9.7	51,960	22,367	3,672	427	1,196	9,467	1,830
Jefferson	413.0	.1770	29.9	11.4	20.8	21.2	18.2	150.2	2,133,746	547,926	194,451	298,665	88,198	429,901	55,522
Arvada	97.9	.0420	28.9	11.3	19.8	22.1	15.8	34.0	383,040	97,541	32,054	63,800	11,276	23,383	8,915
Lakewood	118.6	.0508	31.6	12.2	17.9	22.2	21.7	44.8	972,799	133,226	83,131	215,556	66,203	280,828	16,018
SUBURBAN TOTAL	1,046.6	.4485	29.3	12.1	20.7	20.6	17.5	382.4	5,952,856	1,459,557	467,840	917,634	218,731	1,238,696	115,514
DENVER - BOULDER CONSOLIDATED AREA	***1,741.8***	***.7465***	***29.8***	***13.4***	***21.6***	***18.8***	***20.0***	***678.3***	***9,697,742***	***2,393,771***	***930,020***	***1,235,567***	***468,269***	***1,737,081***	***202,580***
FORT COLLINS - LOVELAND	**166.0**	**.0711**	**28.1**	**19.2**	**21.2**	**16.4**	**18.9**	**61.8**	**799,255**	**182,178**	**72,546**	**84,236**	**42,941**	**154,978**	**15,099**
Larimer	166.0	.0711	28.1	19.2	21.2	16.4	18.9	61.8	799,255	182,178	72,546	84,236	42,941	154,978	15,099
• Fort Collins	71.3	.0306	25.4	29.2	21.9	13.4	15.6	26.5	464,098	114,357	44,602	74,833	27,580	85,478	4,153
• Loveland	34.1	.0146	30.7	11.5	19.9	17.4	24.0	13.2	189,673	54,403	11,239	8,720	11,365	46,011	4,191
SUBURBAN TOTAL	60.6	.0259	29.9	11.7	21.3	19.4	19.8	22.1	145,484	13,418	16,705	683	3,996	23,489	6,755
GREELEY	**133.0**	**.0570**	**27.9**	**16.7**	**18.3**	**16.7**	**20.2**	**47.2**	**450,705**	**120,837**	**37,320**	**59,263**	**23,413**	**71,669**	**8,172**
Weld	133.0	.0570	27.9	16.7	18.3	16.7	20.2	47.2	450,705	120,837	37,320	59,263	23,413	71,669	8,172
• Greeley	56.9	.0244	26.8	22.9	18.9	14.1	20.3	21.3	333,335	96,115	18,419	58,388	14,122	56,626	5,866
SUBURBAN TOTAL	76.1	.0326	28.7	12.0	18.0	18.6	20.1	25.9	117,370	24,722	18,901	875	9,291	15,043	2,306
PUEBLO	**127.3**	**.0545**	**31.1**	**12.4**	**16.2**	**16.4**	**27.2**	**47.1**	**549,090**	**149,130**	**47,705**	**85,592**	**27,450**	**97,239**	**9,834**
Pueblo	127.3	.0545	31.1	12.4	16.2	16.4	27.2	47.1	549,090	149,130	47,705	85,592	27,450	97,239	9,834
• Pueblo	102.7	.0440	31.2	12.8	16.4	15.5	28.2	38.9	510,265	142,183	46,001	70,712	24,237	96,826	9,300
SUBURBAN TOTAL	24.6	.0105	30.7	10.5	15.4	20.1	23.2	8.2	38,785	6,947	1,704	14,880	3,213	413	534
OTHER COUNTIES															
Alamosa	12.0	.0052	26.7	18.6	17.0	15.4	20.4	4.2	70,513	19,295	6,042	9,609	5,406	8,840	717
Archuleta	3.9	.0017	31.0	8.7	17.5	18.0	25.0	1.5	19,913	5,538	1,435	87	202	2,577	279
Baca	5.4	.0023	33.7	9.9	14.5	16.8	31.3	1.9	15,790	2,508	769	701	55	2,490	283
Bent	5.8	.0025	34.2	8.9	14.3	16.2	32.6	2.0	15,332	3,545	577	855		2,035	293
Chaffee	14.2	.0061	31.0	12.7	17.7	17.1	25.8	5.2	74,638	22,537	5,863	3,050	885	11,383	1,986
Cheyenne	2.1	.0009	33.2	9.5	15.4	13.9	33.3	.8	7,845	3,797	728		484	678	157
Clear Creek	7.5	.0032	29.4	11.1	28.5	17.9	16.0	3.1	29,035	9,151	5,597	704	157	788	279
Conejos	7.8	.0033	27.7	10.8	13.9	15.6	24.3	2.4	12,746	5,909	344	61		289	209
Costilla	3.1	.0013	32.2	10.3	13.5	16.7	29.5	1.0	3,591	1,627	430	179	38		79
Crowley	3.0	.0013	39.4	8.6	12.4	15.4	39.2	1.1	3,972	846	348		74	1,324	188
Custer	1.7	.0008	32.8	9.4	16.6	17.9	28.5	.6	1,206	501	132	35		54	



	Daily Circ-Total*	Sunday Circ-PMA*	Daily Readership ADI**	Sunday Readership ADI**
Rocky Mountain News	324,320	325,752	781,600	766,800
Denver Post	259,379	314,814	440,500	616,600

OUTCLASSING THE COMPETITION

ABC, 1982's Simmons and now Scarborough are doing the homework for you...the News continues its readership advances and circulation dominance.

Get a real lesson on the Denver newspaper market, ask your representative from either Denver daily for copies of the latest research.

*ABC Publisher's Statement for six months ending 3/31/83
**Simmons 1982 National Study of Local Newspaper Ratings

Denver's Extraordinary Morning Newspaper
Rocky Mountain News
A Scripps-Howard Newspaper Represented nationally by Story & Kelly-Smith, Inc.
ATLANTA • NEW YORK • BOSTON • SAN FRANCISCO • CHICAGO • DALLAS • LOS ANGELES • PHILADELPHIA • DETROIT

COLO. (cont.)

[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Delta	23.1	.0099	35.3	8.8	14.6	16.4	34.0	8.7	79,310	25,137	4,206	2.515	2,262	17,921	2,505
Dolores	1.7	.0007	31.3	10.8	14.6	17.9	26.7	.6	3,935	508	241			2,381	
Eagle	15.5	.0067	28.0	18.9	34.8	15.7	10.0	6.3	131,442	34,787	27,436	561	1,346	660	2,053
Elbert	7.9	.0034	30.6	7.7	19.5	20.8	20.6	2.7	8,671	2,339	878	73	95	146	69
Fremont	30.4	.0131	34.3	9.7	16.3	16.2	32.7	11.1	90,312	27,488	8,308	5,665	4,379	11,496	1,719
Garfield	25.9	.0111	29.6	13.1	22.1	17.7	20.3	9.7	172,606	44,865	12,015	1,918	4,878	39,171	7,351
Gilpin	2.8	.0012	31.0	7.8	29.1	21.4	16.9	1.2	5,208	606	2,257	65		61	47
Grand	8.5	.0036	28.7	14.0	26.1	17.6	15.9	3.3	44,697	13,358	6,447	1,050	144	3,695	834
Gunnison	11.5	.0050	24.7	33.1	22.4	13.8	12.3	4.2	57,223	24,926	7,681	240	2,031	5,016	522
Hinsdale	.4	.0001	31.9	9.0	23.7	22.5	20.3	.2	2,346		356	70		65	96
Huerfano	6.4	.0028	35.5	8.4	13.3	15.1	35.4	2.4	21,921	8,104	1,564	160	570	2,692	685
Jackson	1.9	.0008	30.2	11.7	18.5	20.8	20.3	.7	6,822	3,190	905		35	845	90
Kiowa	1.9	.0008	41.2	8.1	11.7	15.7	41.4	.7	4,080	890	619		258	99	178
Kit Carson	7.6	.0033	32.4	10.3	14.8	16.8	29.3	2.9	35,381	10,663	1,398	938	1,505	5,303	998
Lake	9.1	.0039	25.4	18.2	21.6	16.3	12.9	3.0	32,290	10,801	4,453	726	714	6,187	972
La Plata	29.9	.0128	28.7	17.6	19.4	16.7	21.1	10.9	168,827	47,502	18,756	12,598	7,046	17,094	2,443
Las Animas	14.7	.0063	33.5	12.1	13.6	13.8	34.1	5.5	48,145	15,757	3,167	4,215	778	8,866	1,139
Lincoln	4.6	.0020	37.5	10.3	12.6	17.5	35.6	1.8	35,503	5,628	4,690	521	641	8,327	1,154
Logan	20.0	.0086	30.2	14.7	14.9	15.9	27.0	7.6	94,226	19,877	6,983	8,297	5,410	17,314	1,056
Mesa	90.7	.0389	30.1	13.1	19.0	17.0	23.8	33.5	552,947	121,185	38,834	75,609	32,196	101,792	5,441
Mineral	.8	.0003	31.3	11.1	19.1	21.1	21.9	.3	2,432	1,416	154				48
Moffat	15.5	.0067	27.4	13.6	21.9	17.7	15.7	5.4	95,341	29,879	8,575	3,640	657	21,065	3,061
Montezuma	17.7	.0075	29.9	10.8	16.4	17.8	23.8	6.1	98,774	27,504	11,485	6,108	4,225	19,418	2,731
Montrose	26.3	.0113	31.7	9.8	16.3	19.0	25.7	9.5	121,803	33,321	9,450	5,305	3,590	20,688	3,589
Morgan	23.2	.0100	30.8	11.7	16.2	16.4	26.8	8.4	122,206	25,002	8,731	12,182	1,625	23,135	661
Otero	22.1	.0094	31.7	10.8	14.3	15.9	29.5	8.1	83,035	26,899	4,912	6,465	4,015	13,393	2,103
Ouray	2.1	.0009	33.3	7.3	19.4	20.0	26.7	.7	4,796	420	1,304	161	42	67	60
Park	6.2	.0027	30.1	7.5	24.9	20.5	17.3	2.3	8,703	2,528	1,123	79	116	62	244
Phillips	4.6	.0020	35.9	8.9	13.8	16.3	34.8	1.8	18,761	3,291	752	3,309	166	6,001	1,282
Pitkin	11.5	.0049	30.0	15.2	36.7	21.3	10.1	5.1	143,743	19,010	28,375		7,146	1,307	5,522
Prowers	13.0	.0056	29.9	11.6	15.4	15.8	23.3	4.9	77,092	24,641	6,127	7,139	2,985	8,900	2,366
Rio Blanco	6.8	.0029	27.3	15.7	18.1	17.6	14.5	2.4	24,863	9,394	3,440	71	748	540	261
Rio Grande	10.6	.0046	31.1	10.7	15.0	17.0	27.2	3.5	40,299	15,894	1,848	766	3,283	5,735	953
Routt	15.6	.0067	28.4	14.2	31.7	17.1	12.1	5.8	80,385	22,006	9,442	1,877	2,167	5,945	2,865
Saguache	3.9	.0016	30.5	11.3	15.3	15.5	27.6	1.4	8,172	1,989	739		36	2,594	430
San Juan	.8	.0004	27.8	12.4	26.5	16.4	14.4	.3	4,434	858	433				
San Miguel	3.6	.0015	29.1	10.7	35.1	16.6	12.6	1.4	14,693	3,864	2,134	326	361	2,171	720
Sedgwick	3.2	.0014	37.3	8.6	12.8	16.3	36.2	1.4	21,522	5,710	2,107	365	755	4,733	334
Summit	10.3	.0044	27.6	20.5	37.6	15.1	7.1	4.2	82,693	25,482	20,245	1,380	1,039	1,297	892
Teller	9.7	.0042	31.2	7.9	21.6	21.2	20.6	3.5	24,431	5,812	2,333	633	365	786	652
Washington	5.2	.0022	34.7	9.4	14.6	16.5	33.1	1.9	18,209	7,669	539	1,381	103	1,284	385
Yuma	10.1	.0043	33.1	9.3	15.0	16.9	30.3	3.9	40,461	10,349	2,283	5,290	1,860	8,518	543
TOTAL METRO COUNTIES	**2,495.6**	**1.0694**	**29.4**	**14.4**	**20.7**	**18.3**	**20.1**	**952.9**	**13,036,862**	**3,203,363**	**1,208,035**	**1,654,124**	**648,444**	**2,356,381**	**262,485**
TOTAL STATE	**3,099.4**	**1.3285**	**29.6**	**14.0**	**20.5**	**18.1**	**20.8**	**1,176.0**	**16,024,183**	**3,998,766**	**1,508,025**	**1,841,123**	**755,317**	**2,783,909**	**326,009**

COLO.

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
BOULDER - LONGMONT	**2,099,605**	**23,888**	**24.6**	**33.4**	**17.2**	**8.6**	**.0949**
Boulder	2,099,605	23,888	24.6	33.4	17.2	8.6	.0949
• Boulder	797,465	20,498	28.2	28.0	14.9	8.2	.0390
• Longmont	445,767	23,741	24.9	40.5	15.2	4.6	.0222
SUBURBAN TOTAL	856,373	27,270	20.4	35.1	20.9	11.5	.0337
COLORADO SPRINGS	**2,840,025**	**20,229**	**30.7**	**32.9**	**12.4**	**5.3**	**.1356**
El Paso	2,840,025	20,229	30.7	32.9	12.4	5.3	.1356
• Colorado Springs	2,098,149	19,940	30.4	32.2	12.3	5.3	.1061
SUBURBAN TOTAL	741,876	21,115	31.7	35.5	12.6	5.2	.0295
DENVER	**16,933,814**	**25,331**	**22.8**	**34.1**	**18.9**	**9.7**	**.7573**
Adams	2,421,586	24,251	24.8	40.4	17.2	4.7	.1192
Thornton	387,627	25,830	21.4	44.4	19.3	4.2	.0186
Westminster	521,011	27,546	19.3	42.8	22.8	5.7	.0198
Arapahoe	4,151,040	29,478	19.0	34.5	23.4	13.9	.1866
Aurora	1,796,019	27,009	21.5	40.2	20.9	7.8	.0840
Denver	5,175,931	19,721	28.2	30.0	12.4	6.8	.2344
• Denver	5,175,931	19,721	28.2	30.0	12.4	6.8	.2344
Douglas	367,944	34,592	12.6	32.2	27.5	21.4	.0125
Jefferson	4,817,313	30,005	17.5	35.9	24.9	12.6	.2046
Arvada	1,070,595	30,738	16.3	38.0	27.5	10.2	.0435
Lakewood	1,412,784	29,132	19.0	35.1	23.8	12.6	.0692
SUBURBAN TOTAL	11,757,883	28,380	19.7	36.5	22.5	11.3	.5229
DENVER - BOULDER CONSOLIDATED AREA	***19,033,419***	***25,158***	***22.9***	***34.1***	***18.6***	***9.6***	***.8522***

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
FORT COLLINS - LOVELAND	**1,490,190**	**21,075**	**28.2**	**32.7**	**14.8**	**5.5**	**.0703**
Larimer	1,490,190	21,075	28.2	32.7	14.8	5.5	.0703
• Fort Collins	618,475	19,416	29.0	29.1	14.2	5.1	.0330
• Loveland	315,209	21,432	28.3	34.4	14.5	4.8	.0154
SUBURBAN TOTAL	556,506	22,768	27.3	35.8	15.5	6.5	.0219
GREELEY	**995,159**	**18,577**	**30.1**	**32.7**	**9.5**	**3.6**	**.0467**
Weld	995,159	18,577	30.1	32.7	9.5	3.6	.0467
• Greeley	440,455	17,134	29.4	29.4	8.8	4.0	.0241
SUBURBAN TOTAL	554,704	19,616	30.8	35.4	10.1	3.2	.0226
PUEBLO	**1,018,739**	**18,834**	**27.6**	**30.7**	**12.0**	**4.4**	**.0493**
Pueblo	1,018,739	18,834	27.6	30.7	12.0	4.4	.0493
• Pueblo	827,490	18,200	27.8	29.7	11.6	4.2	.0418
SUBURBAN TOTAL	191,249	21,571	26.7	35.3	14.1	4.9	.0075
OTHER COUNTIES							
Alamosa	85,122	15,706	29.8	27.5	7.5	4.0	.0049
Archuleta	27,438	15,596	32.2	25.9	6.8	3.7	.0016
Baca	24,457	10,255	32.6	14.3	3.6	.9	.0014
Bent	35,014	13,796	39.5	22.9	3.3	2.4	.0017
Chaffee	104,836	18,240	31.7	34.2	7.6	2.5	.0057
Cheyenne	14,686	15,333	33.8	27.4	5.5	3.6	.0008
Clear Creek	67,221	19,986	32.6	37.6	8.9	3.4	.0030
Conejos	29,612	10,818	37.1	15.0	1.8	.2	.0016
Costilla	15,046	11,000	31.6	17.2	2.3	3.4	.0008
Crowley	16,076	12,060	37.3	18.7	3.4	1.1	.0006

DENVER'S FASTEST-GROWING MORNING NEWSPAPER: THE DENVER POST

It was only last June that The Denver Post completed its conversion to morning delivery, but already The Post is outgaining the competition.

The score is 5,867 to 20. That's right. 20. According to the Audit Bureau of Circulation Fas-Fax figures, here's how it looks:

	July-Sept. 1982	Oct. 1982-March 1983	Difference
The Denver Post	**253,512**	**259,379**	**+5,867**
Rocky Mountain News	**324,300**	**324,320**	**+20**

Clearly, The Post has become the choice of new subscribers since it entered the morning field.

Plus, its Sunday circulation is at an all-time high of 369,536 — the largest of any newspaper in Colorado. Ever.

THE *Morning* DENVER POST

Colorado's Best Newspaper

COLO. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Custer	10,171	14,900	34.4	27.5	5.0	1.3	.0006
Delta	154,910	14,385	31.8	26.9	6.0	2.5	.0076
Dolores	11,191	16,733	27.6	30.1	9.2	2.2	.0006
Eagle	180,707	26,023	21.5	38.0	19.3	9.3	.0090
Elbert	66,370	22,218	25.6	31.0	16.6	7.1	.0025
Fremont	216,810	15,725	31.6	28.4	6.5	2.3	.0100
Garfield	259,020	24,782	23.7	33.1	18.7	7.9	.0129
Gilpin	26,773	21,842	23.8	41.7	10.8	3.4	.0010
Grand	77,133	21,903	26.8	39.2	12.1	4.6	.0037
Gunnison	97,378	19,475	27.3	31.4	11.6	5.5	.0048
Hinsdale	4,676	19,200	34.0	31.0	7.0	8.0	.0002
Huerfano	39,198	12,835	31.9	21.5	6.9	1.8	.0020
Jackson	14,583	19,172	32.4	37.9	5.4	3.3	.0007
Kiowa	13,990	16,870	31.9	28.2	7.6	5.3	.0007
Kit Carson	53,076	16,240	32.1	28.7	6.0	3.0	.0027
Lake	72,571	23,848	24.4	47.6	11.3	3.4	.0034
La Plata	247,890	19,288	29.0	31.4	10.6	6.0	.0129
Las Animas	86,770	13,084	31.5	23.4	5.4	1.0	.0045
Lincoln	31,100	14,672	34.1	25.3	5.3	2.3	.0021
Logan	154,695	17,764	33.2	31.0	7.8	3.6	.0079
Mesa	833,009	21,916	26.4	33.0	14.9	6.8	.0420
Mineral	6,992	20,545	28.7	30.9	14.0	7.0	.0004
Moffat	138,454	24,621	23.0	42.7	15.6	5.4	.0071
Montezuma	124,141	17,513	31.1	30.3	10.0	3.1	.0070
Montrose	210,760	19,383	32.1	33.5	10.0	4.5	.0105
Morgan	169,265	17,487	33.3	29.6	9.1	3.4	.0092
Otero	142,988	14,698	33.1	24.9	7.4	1.9	.0075
Ouray	14,035	16,720	33.5	28.1	5.6	5.6	.0006
Park	53,752	21,833	26.9	35.6	14.4	4.7	.0019
Phillips	34,414	15,532	33.2	25.3	7.4	4.2	.0018
Pitkin	137,405	22,986	28.5	33.3	14.6	8.7	.0081
Prowers	84,431	14,458	30.2	26.8	6.7	1.9	.0051
Rio Blanco	66,830	26,587	21.1	38.0	21.0	6.8	.0029
Rio Grande	83,397	20,352	25.0	31.4	11.7	7.8	.0039
Routt	157,271	25,216	23.4	39.1	17.3	8.1	.0071
Saguache	25,037	14,353	35.1	20.8	8.1	2.9	.0012
San Juan	6,562	20,667	28.4	37.3	12.3	2.3	.0002
San Miguel	23,872	15,222	35.2	29.1	3.8	1.7	.0013
Sedgwick	23,401	14,657	41.6	23.4	4.1	1.8	.0014
Summit	121,385	26,200	22.8	37.7	19.2	9.8	.0060
Teller	71,092	18,298	31.9	31.8	10.3	2.4	.0031
Washington	37,830	18,170	30.6	33.0	8.7	2.9	.0018
Yuma	77,941	16,147	30.3	26.0	10.2	3.8	.0037
TOTAL METRO COUNTIES	**25,377,532**	**23,534**	**24.8**	**33.7**	**16.9**	**8.2**	**1.1541**
TOTAL STATE	**30,260,316**	**22,589**	**25.7**	**33.2**	**15.7**	**7.5**	**1.3998**

CONNECTICUT

CONN.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRIDGEPORT - STAMFORD -															
NORWALK - DANBURY	**813.2**	**.3486**	**34.2**	**10.6**	**15.3**	**19.9**	**28.9**	**291.7**	**4,604,091**	**1,004,778**	**399,718**	**467,619**	**248,023**	**517,187**	**119,895**
Fairfield	813.2	.3486	34.2	10.6	15.3	19.9	28.9	291.7	4,604,091	1,004,778	399,718	467,619	248,023	517,187	119,895
• Bridgeport	140.4	.0602	31.1	13.5	16.2	14.3	29.4	53.0	573,772	139,437	49,071	53,443	37,365	71,887	23,013
• Danbury	62.3	.0267	31.4	12.5	18.5	18.5	24.8	22.4	532,307	91,247	44,007	74,524	30,813	52,742	4,691
Fairfield	54.8	.0235	36.6	12.9	12.9	19.1	33.0	18.8	343,494	98,959	33,449	22,642	22,967	42,559	8,812
Greenwich	59.5	.0255	39.1	8.4	13.0	21.4	34.8	22.2	382,324	87,258	39,076	20,107	14,584	67,892	7,939
• Norwalk	78.1	.0335	33.3	11.3	17.9	19.3	27.6	29.3	605,091	125,152	44,682	64,647	31,085	70,776	4,742
• Stamford	101.8	.0436	34.9	10.2	16.9	19.1	30.7	39.3	623,609	120,336	46,836	96,006	40,636	59,102	16,669
Stratford	51.1	.0219	38.8	9.7	14.3	16.8	37.6	19.3	179,802	39,840	24,896	10,987	7,972	24,064	9,357
SUBURBAN TOTAL	430.6	.1846	35.9	9.3	13.5	22.2	29.2	147.7	2,269,312	528,606	215,072	178,999	108,124	262,680	70,780

NEW YORK'S SUBURBAN SPENDERS

...live in Fairfield County, Connecticut: highest EBI per HH in the N.Y. ADI

86% work here and spend it here. (Only 4% commute to NYC). With spending power 47% greater than the average New York metro area household and $11,000 over the U.S. average ($38,318 per HH), they can afford to spend more on shopping, dining, driving, entertaining. Naturally, they buy more products per household. And the Fairfield County Dailies focus on 81% of Fairfield County adults who read the Bridgeport Post-Telegram, the Norwalk Hour, Greenwich Time and Stamford Advocate. FCD newspapers reach 361,200 adults that spend more because they have more. It's all documented in the '83 Scarborough Report and '83 Census, S&MM '83. Ask Landon's Roger Power for details. Call (212) 867-1112.

FAIRFIELD COUNTY DAILIES
FCD
SUBURBAN READERS THAT SPEND

HARTFORD MEANS CAPITAL

Hartford Metro. Connecticut's capital city and the insurance capital of the world. As a financial center Hartford Metro ranks 4th in the nation with financial institutions managing assets in excess of $100 billion annually.

Only one newspaper covers the Hartford Metro area and delivers the people you most want to reach. The Hartford Courant.

Contact Jim Robertson, National Advertising Manager at (203) 241-6271 or write him at The Hartford Courant, 285 Broad St., Hartford, CT 06115.

Sources: Greater Hartford Chamber of Commerce; New England Business Magazine, 6/21/82

The Hartford Courant

Meet your market

Member, Million Market Newspapers, Inc.

CONN. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,056.8**	**.4529**	**32.5**	**12.7**	**16.9**	**18.0**	**27.8**	**387.2**	**5,196,039**	**1,293,136**	**578,310**	**595,709**	**213,291**	**599,675**	**172,645**
Hartford	805.9	.3454	33.1	12.1	16.6	17.9	28.9	299.4	4,117,163	990,908	472,560	466,928	184,091	466,535	139,131
• Bristol	58.0	.0249	31.8	12.8	17.2	17.4	27.1	21.5	309,123	89,841	23,863	29,560	10,706	60,956	7,818
East Hartford	51.8	.0222	33.2	13.6	17.4	17.1	29.7	20.3	242,779	75,171	26,078	10,475	6,470	37,097	10,535
Enfield	42.2	.0181	30.7	12.5	15.8	20.9	22.3	13.6	296,095	56,363	22,290	66,917	15,597	33,794	5,986
• Hartford	132.7	.0569	28.7	16.2	17.0	14.5	24.7	51.4	492,704	77,833	98,954	61,517	22,258	55,331	22,220
Manchester	49.8	.0213	33.4	11.2	18.1	16.8	30.4	19.1	343,077	103,552	38,791	45,531	11,331	37,923	8,233
• New Britain	72.3	.0310	33.1	16.2	16.8	13.0	33.8	29.0	210,005	53,230	25,036	13,631	7,302	32,726	11,725
West Hartford	60.3	.0258	42.2	8.9	13.1	17.1	41.2	23.8	462,202	96,080	32,068	109,969	37,322	43,318	13,959
Middlesex	133.0	.0570	32.8	11.5	17.9	18.7	27.3	49.3	629,379	158,146	64,902	81,279	22,217	78,321	18,796
• Middletown	39.0	.0167	31.1	16.4	18.3	15.9	26.8	14.7	201,755	55,623	20,238	39,163	7,385	23,103	7,259
Tolland	117.9	.0505	28.8	18.1	18.6	18.7	19.7	38.5	449,497	144,082	40,848	47,502	6,983	54,819	14,718
SUBURBAN TOTAL	754.8	.3234	33.3	11.6	16.9	19.3	27.8	270.6	3,982,452	1,016,609	410,219	451,838	165,640	427,559	123,623
NEW HAVEN - WATERBURY - MERIDEN	**766.9**	**.3287**	**32.9**	**12.3**	**16.8**	**17.0**	**29.5**	**283.4**	**3,531,810**	**916,042**	**377,243**	**454,102**	**152,472**	**379,656**	**101,056**
New Haven	766.9	.3287	32.9	12.3	16.8	17.0	29.5	283.4	3,531,810	916,042	377,243	454,102	152,472	379,656	101,056
Hamden	51.8	.0222	37.0	13.2	14.8	15.8	36.4	19.7	287,142	74,671	39,267	46,016	6,501	30,825	7,886
• Meriden	57.9	.0248	32.4	11.9	17.4	16.2	29.4	22.1	246,372	47,606	15,707	39,297	13,875	30,638	6,240
• Milford	51.1	.0219	32.6	11.3	17.8	18.3	27.4	18.2	346,322	61,063	40,255	34,813	24,658	56,244	6,007
• New Haven	124.7	.0535	29.3	17.9	18.7	13.3	26.1	48.0	443,358	96,660	59,260	63,152	28,488	29,521	15,994
• Waterbury	103.0	.0441	33.7	12.1	15.4	14.9	33.2	39.3	588,301	131,119	45,859	102,168	17,434	67,575	17,113
West Haven	53.7	.0230	33.3	13.0	18.5	16.0	30.9	21.1	157,912	33,516	19,705	7,689	3,383	17,822	6,947
SUBURBAN TOTAL	430.2	.1844	34.0	10.9	16.2	18.5	30.0	155.8	1,907,457	579,594	216,162	214,672	68,017	195,678	55,702

NEW HAVEN PRIMARY MARKET AREA

34 CITIES AND TOWNS WITH 527,000 ADULTS 18+

50% of the total adults in the PMA read a weekday Register and/or Journal-Courier.
That's 263,000 Readers

CONNECTICUT
NEW HAVEN PMA

61% of the total adults read the Sunday New Haven Register.
That's 324,000 Readers

New Haven Register Journal-Courier

Source: Belden CMS, 1981
Represented by
Sawyer-Ferguson-Walker Company

CONN. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW LONDON - NORWICH	**241.3**	**.1035**	**30.5**	**14.5**	**17.4**	**17.2**	**24.9**	**85.5**	**1,132,573**	**273,713**	**113,728**	**122,889**	**57,548**	**161,533**	**29,811**
New London	241.3	.1035	30.5	14.5	17.4	17.2	24.9	85.5	1,132,573	273,713	113,728	122,889	57,548	161,533	29,811
Groton (town)	41.3	.0177	26.5	20.2	20.5	14.1	18.6	13.4	195,436	46,172	26,475	22,114	7,071	20,206	2,391
• New London	28.5	.0122	27.7	25.2	16.0	11.8	26.5	10.7	215,165	25,774	20,295	51,352	13,615	46,115	5,618
• Norwich	37.7	.0162	32.2	13.3	16.1	15.1	30.4	14.6	256,654	71,641	18,448	32,894	16,129	46,293	6,016
SUBURBAN TOTAL	175.1	.0751	30.5	13.1	17.8	18.5	23.6	60.2	660,754	176,298	74,985	38,643	27,804	69,125	18,177
OTHER COUNTIES															
Litchfield	161.1	.0691	33.7	9.7	16.8	18.6	29.3	58.9	677,375	188,424	57,293	65,436	25,765	95,467	21,801
Windham	94.8	.0406	31.0	12.7	16.6	16.9	26.4	34.1	392,108	113,143	35,467	25,129	13,532	46,400	11,136
TOTAL METRO COUNTIES	**2,878.2**	**1.2337**	**32.9**	**12.2**	**16.4**	**18.2**	**28.3**	**1,047.8**	**14,464,513**	**3,487,669**	**1,468,999**	**1,640,319**	**671,334**	**1,658,051**	**423,407**
TOTAL STATE	**3,134.1**	**1.3434**	**32.9**	**12.0**	**16.5**	**18.2**	**28.3**	**1,140.8**	**15,533,996**	**3,789,236**	**1,561,756**	**1,730,884**	**710,631**	**1,799,918**	**456,344**

CONN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**10,931,501**	**31,522**	**16.7**	**27.0**	**20.4**	**23.5**	**.4472**
Fairfield	10,931,501	31,522	16.7	27.0	20.4	23.5	.4472
• Bridgeport	1,197,909	19,453	26.1	30.2	13.5	5.0	.0553
• Danbury	677,455	27,606	20.2	31.9	21.8	12.6	.0355
Fairfield	762,802	35,247	14.6	26.7	22.9	27.5	.0316
Greenwich	1,159,421	40,333	12.9	21.8	18.9	38.3	.0422
• Norwalk	987,021	30,225	18.0	28.9	22.3	18.6	.0459
• Stamford	1,421,736	30,865	17.7	26.5	20.1	22.9	.0585
Stratford	608,323	29,439	17.0	33.5	22.6	14.6	.0233
SUBURBAN TOTAL	6,647,380	38,208	12.3	24.9	22.4	32.9	.2520
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**11,694,790**	**27,459**	**20.0**	**33.3**	**21.3**	**12.0**	**.5014**

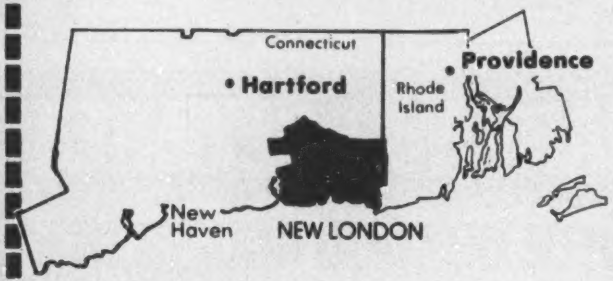
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Hartford	9,093,025	27,461	20.1	32.4	21.1	12.7	.3907
• Bristol	614,071	26,286	21.1	36.9	21.4	8.4	.0275
East Hartford	564,093	26,307	21.9	37.2	19.4	8.6	.0241
Enfield	425,716	30,946	16.0	37.8	27.0	10.4	.0215
• Hartford	1,039,079	16,337	30.5	26.3	9.7	3.9	.0488
Manchester	574,052	27,525	20.6	38.2	19.8	11.1	.0269
• New Britain	716,234	21,729	26.3	33.5	15.1	5.9	.0284
West Hartford	925,442	33,296	16.5	26.1	22.7	24.5	.0391
Middlesex	1,451,740	27,371	20.0	35.5	21.6	10.2	.0619
• Middletown	385,104	23,457	25.0	33.2	18.5	6.7	.0177
Tolland	1,150,025	27,550	19.3	37.9	22.0	9.1	.0488
SUBURBAN TOTAL	8,940,302	30,335	16.9	34.5	24.2	14.8	.3790

We fill the gap between the Hartford and Providence ADI's. . .

with 67% coverage of the affluent shoreline communities of Southeastern Connecticut.



The Day

captures the heart of the New London Metro area seven days a week

Call Diane Martin at (203) 442-2200 to learn how you can get your advertising pre-prints into every household in the New London Metro

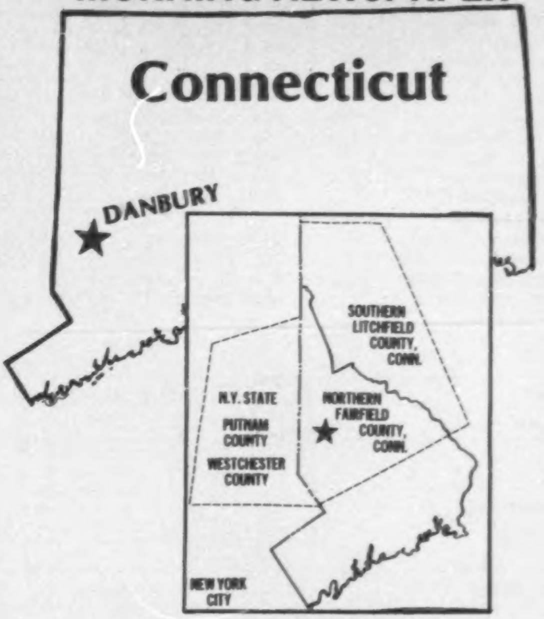
Represented nationally by Braham/Newspaper Sales

The News-Times™

ON THE GROW

- **FASTEST GROWING**
  Daily and Sunday Newspaper in Fairfield County
- **FASTEST GROWING**
  SMSA in Fairfield County
- **HIGHEST TOTAL**
  Retail Sales and Food Sales in Fairfield County

CONNECTICUT'S SECOND LARGEST
MORNING NEWSPAPER



The News-Times
Copyright 1983 The News-Times

333 MAIN ST., DANBURY, CONNECTICUT 06810
Area Code (203) 744-5100

Represented by Branham Newspaper Sales

CONN. (cont.) ESTIMATES — SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
NEW HAVEN - WATERBURY - MERIDEN	8,087,618	25,701	20.9	32.3	19.7	10.6	.3484
New Haven	8,087,618	25,701	20.9	32.3	19.7	10.6	.3484
Hamden	603,448	27,667	20.1	32.6	21.5	12.3	.0262
• Meriden	605,880	25,121	22.6	35.4	19.5	8.1	.0256
• Milford	583,133	30,720	15.7	36.1	25.5	13.2	.0273
• New Haven	1,029,269	16,855	27.3	26.9	10.4	4.9	.0465
• Waterbury	934,061	20,876	24.7	31.2	14.9	5.9	.0464
West Haven	544,558	23,899	23.3	34.9	18.4	6.3	.0215
SUBURBAN TOTAL	4,935,275	29,103	18.3	33.5	23.2	13.6	.2026
NEW LONDON - NORWICH	2,577,346	26,616	20.3	34.0	20.8	11.2	.1110
New London	2,577,346	26,616	20.3	34.0	20.8	11.2	.1110
Groton (town)	427,874	25,310	23.9	36.5	18.8	10.0	.0187
• New London	274,620	20,251	[illegible]	30.6	13.4	6.6	.0146
• Norwich	368,439	22,724	23.6	33.5	15.7	7.4	.0187
SUBURBAN TOTAL	1,934,287	28,668	18.6	34.7	23.3	12.9	.0777
OTHER COUNTIES							
Litchfield	1,799,215	27,375	20.8	34.4	20.6	11.7	.0739
Windham	870,607	23,146	25.0	35.1	16.8	6.0	.0389
TOTAL METRO COUNTIES	33,291,255	27,844	19.3	31.3	20.6	14.8	1.4080
TOTAL STATE	35,961,077	27,461	19.5	31.7	20.5	14.3	1.5208

NEW CENTRAL CONNECTICUT GROUP

NCCG: dominates the Hartford - New Haven ADI
NCCG: reaches 243,680 households
NCCG: covers 150 supermarkets
NCCG: 1 Order - 1 Buy - Discount Rate

REACHING THE AFFLUENT PART OF THE HARTFORD/NEW HAVEN ADI

Bristol Press•Manchester Herald•Meriden Record Jrl.•Middletown Press
New Britain Herald•Torrington Register•
Manchester Jrl. Inquirer•Waterbury Republican American

Nationally Marketed by
LANDON ASSOCIATES, INC.

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	529.2	.2268	31.0	13.3	16.6	18.0	25.3	188.4	2,524,633	543,976	203,164	388,020	113,482	364,877	90,477
New Castle	401.0	.1719	30.8	14.1	17.0	17.9	25.0	144.4	1,997,775	439,259	154,225	370,040	95,495	262,697	79,577
• Wilmington	68.7	.0294	32.4	11.2	16.1	14.5	31.3	27.2	384,714	38,798	42,388	45,924	10,014	81,486	9,465
Cecil, Md.	62.1	.0266	30.5	11.1	16.5	18.6	23.9	20.6	306,457	64,852	26,710	8,687	7,779	52,863	7,384
Salem, N. J.	66.1	.0283	32.2	10.6	15.6	17.5	28.2	23.4	220,401	39,865	22,229	9,293	10,208	49,317	3,516
SUBURBAN TOTAL	460.5	.1974	30.8	13.6	16.7	18.5	24.4	161.2	2,139,919	525,178	160,776	342,096	103,468	283,391	81,012
OTHER COUNTIES															
Kent	102.9	.0441	28.6	14.7	17.0	18.3	20.8	35.5	552,895	128,972	45,656	81,194	15,206	117,789	13,825
Sussex	103.1	.0442	33.5	10.8	15.4	16.7	30.9	38.1	432,330	150,105	43,774	30,565	12,840	51,259	14,104
TOTAL METRO COUNTIES	401.0	.1719	30.8	14.1	17.0	17.9	25.0	144.4	1,997,775	439,259	154,225	370,040	95,495	262,697	79,577
TOTAL STATE	607.0	.2602	30.9	13.6	16.7	17.8	25.3	218.0	2,983,000	718,336	243,655	481,799	123,541	431,745	107,506

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hlds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WILMINGTON	5,383,161	26,082	21.1	32.6	19.9	10.9	.2383
New Castle	4,143,123	26,069	21.1	32.6	19.5	11.3	.1843
• Wilmington	563,649	16,245	28.5	25.2	10.3	5.2	.0294
Cecil, Md.	541,256	24,233	23.3	36.7	18.4	6.1	.0262
Salem, N. J.	698,782	28,550	19.4	29.5	23.9	12.4	.0278
SUBURBAN TOTAL	4,819,512	27,606	19.9	34.0	21.5	11.8	.2089

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hlds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	839,654	20,585	28.9	33.1	13.9	4.5	.0432
Sussex	807,197	18,528	31.6	31.6	10.3	3.7	.0393
TOTAL METRO COUNTIES	4,143,123	26,069	21.1	32.6	19.5	11.3	.1843
TOTAL STATE	5,789,974	23,552	24.2	32.5	17.0	8.9	.2668

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	3,316.1	1.4212	30.8	12.6	20.1	20.6	20.9	1,234.8	18,986,853	4,024,579	1,889,743	2,606,464	786,800	3,196,801	843,053
District of Columbia	613.0	.2628	32.1	14.7	19.8	17.4	26.8	249.2	2,753,999	511,577	560,598	201,428	122,738	210,681	135,472
• Washington	613.0	.2628	32.1	14.7	19.8	17.4	26.8	249.2	2,753,999	511,577	560,598	201,428	122,738	210,681	135,472
Calvert, Md.	38.6	.0165	29.8	9.8	18.2	19.0	21.5	12.3	79,850	29,913	8,999	1,459	2,807	12,128	3,472
Charles, Md.	80.1	.0344	27.7	11.2	17.9	21.2	15.7	24.3	296,087	71,479	26,004	12,115	8,766	65,637	26,979
Frederick, Md.	123.3	.0529	30.2	12.0	18.7	19.2	21.8	41.1	583,422	120,599	40,888	72,643	16,602	97,462	19,415
• Frederick	30.2	.0129	31.2	14.6	19.9	14.4	28.1	11.7	456,287	93,525	28,292	71,838	11,648	77,133	16,808
Montgomery, Md.	590.1	.2529	32.8	10.7	18.1	21.3	24.8	219.6	3,998,720	904,166	305,258	661,736	205,042	632,486	167,127
Rockville	44.1	.0189	30.7	11.6	18.5	21.8	20.3	15.1	425,548	77,186	42,779	24,231	24,565	83,613	15,202
Prince George's, Md.	660.2	.2830	28.6	15.0	20.2	19.9	17.2	231.4	3,977,169	901,660	297,997	626,018	129,402	712,566	173,500
Alexandria city, Va.	105.6	.0453	32.1	13.0	27.7	18.5	23.6	52.6	863,352	210,352	91,299	121,833	29,099	183,527	25,142
Alexandria	105.6	.0453	32.1	13.0	27.7	18.5	23.6	52.6	863,352	210,352	91,299	121,833	29,099	183,527	25,142
Arlington, Va.	149.0	.0639	33.3	13.5	25.6	18.3	27.3	72.5	975,423	205,447	124,570	77,886	34,356	296,238	53,385
• Arlington	149.0	.0639	33.3	13.5	25.6	18.3	27.3	72.5	975,423	205,447	124,570	77,886	34,356	296,238	53,385
Fairfax, Va.	636.2	.2727	30.9	10.7	19.6	24.2	17.9	229.1	3,540,353	672,568	271,863	660,293	168,309	560,318	156,392
Fairfax city, Va.	18.4	.0078	30.7	14.8	19.5	20.5	21.0	6.9	441,438	70,620	40,286	50,272	18,514	126,266	10,492
Fairfax	18.4	.0078	30.7	14.8	19.5	20.5	21.0	6.9	441,438	70,620	40,286	50,272	18,514	126,266	10,492
Falls Church city, Va.	9.1	.0039	36.2	9.8	20.6	19.8	32.1	4.3	207,994	24,932	15,156	19,613	14,109	67,384	7,838
Falls Church	9.1	.0039	36.2	9.8	20.6	19.8	32.1	4.3	207,994	24,932	15,156	19,613	14,109	67,384	7,838
Loudoun, Va.	63.4	.0271	30.0	9.3	19.5	22.9	17.3	21.4	246,223	64,847	21,820	4,456	4,717	36,623	14,650
Manassas city, Va.	17.1	.0073	27.9	12.0	23.5	18.5	14.9	5.8	142,402	31,294	6,733	9,301	5,591	25,566	5,189
Manassas	17.1	.0073	27.9	12.0	23.5	18.5	14.9	5.8	142,402	31,294	6,733	9,301	5,591	25,566	5,189
Manassas Park city, Va.	6.4	.0027	24.6	14.0	20.6	17.6	11.1	1.9	24,929	14,698	1,114			3,010	419
Manassas Park	6.4	.0027	24.6	14.0	20.6	17.6	11.1	1.9	24,929	14,698	1,114			3,010	419
Prince William, Va.	160.4	.0687	26.8	11.7	21.6	22.9	9.5	48.5	816,581	180,972	69,874	86,858	26,515	160,355	43,581
Stafford, Va.	45.2	.0193	28.6	11.9	18.6	21.5	16.6	13.9	38,911	9,455	4,294	553	233	6,354	
SUBURBAN TOTAL	2,523.9	1.0816	30.3	12.0	19.7	21.6	19.1	901.4	14,801,144	3,214,030	1,175,283	2,255,312	618,058	2,612,749	637,388
TOTAL METRO COUNTIES	613.0	.2628	32.1	14.7	19.8	17.4	26.8	249.2	2,753,999	511,577	560,598	201,428	122,738	210,681	135,472
TOTAL STATE	613.0	.2628	32.1	14.7	19.8	17.4	26.8	249.2	2,753,999	511,577	560,598	201,428	122,738	210,681	135,472

The best-selling paper in Virginia & Maryland comes from Washington, D.C.

There's a lot more to metropolitan Washington than the District of Columbia. And The Washington Post covers this area so well that it sells more copies in Maryland than any morning, evening *or* Sunday paper that's published there... more in Virginia than any Virginia paper. And in D.C. and its suburbs, nothing else comes close.

The Washington Post

For more information call Nick Cannistraro, Vice President-Marketing (202) 334-4171.

Source: current Audit Bureau of Circulations reports.

D.C.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WASHINGTON	41,176,028	30,108	18.1	30.8	22.9	17.6	1.7508
District of Columbia	7,344,627	23,416	22.8	27.8	15.5	14.4	.2969
• Washington	7,344,627	23,416	22.8	27.8	15.5	14.4	.2969
Calvert, Md.	328,849	25,955	20.5	36.1	21.5	6.9	.0131
Charles, Md.	700,509	28,544	17.6	36.9	25.9	7.3	.0310
Frederick, Md.	1,101,384	25,148	23.2	36.7	19.6	6.6	.0519
• Frederick	277,165	21,479	27.0	35.0	14.3	4.8	.0214
Montgomery, Md.	8,519,542	35,682	14.4	27.2	24.6	26.7	.3559
Rockville	548,795	34,672	13.3	28.4	27.5	21.9	.0280
Prince George's, Md.	7,444,775	29,938	18.6	33.6	24.8	14.3	.3366
Alexandria city, Va.	1,605,608	26,623	22.0	34.0	19.3	13.7	.0696
Alexandria	1,605,608	26,623	22.0	34.0	19.3	13.7	.0696
Arlington, Va.	2,360,673	28,315	20.7	31.2	20.5	17.4	.0938
• Arlington	2,360,673	28,315	20.7	31.2	20.5	17.4	.0938
Fairfax, Va.	8,584,992	35,728	13.5	29.2	28.1	23.4	.3490
Fairfax city, Va.	250,062	33,789	15.6	30.2	25.7	22.1	.0193
Fairfax	250,062	33,789	15.6	30.2	25.7	22.1	.0193
Falls Church city, Va.	150,001	31,561	17.4	32.0	22.2	21.5	.0099
Falls Church	150,001	31,561	17.4	32.0	22.2	21.5	.0099
Loudoun, Va.	666,600	29,287	17.2	34.9	25.2	11.7	.0276
Manassas city, Va.	177,998	30,200	17.8	37.4	29.4	7.1	.0095
Manassas	177,998	30,200	17.8	37.4	29.4	7.1	.0095
Manassas Park city, Va.	45,766	23,988	22.0	52.3	12.6	2.1	.0023
Manassas Park	45,766	23,988	22.0	52.3	12.6	2.1	.0023
Prince William, Va.	1,909,828	30,283	16.9	39.7	27.5	8.9	.0708
Stafford, Va.	384,813	25,842	22.3	40.3	19.7	5.9	.0136
SUBURBAN TOTAL	31,193,563	32,017	16.5	31.7	25.2	18.6	1.3387
TOTAL METRO COUNTIES	7,344,627	23,416	22.8	27.8	15.5	14.4	.2969
TOTAL STATE	7,344,627	23,416	22.8	27.8	15.5	14.4	.2969

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TEST US!

DAYTONA BEACH NEWS-JOURNAL

COMPLETE YOUR ORLANDO/
DAYTONA BEACH ADI COVERAGE

Increase your penetration into the nation's 33rd market by 43%, enabling your message to reach 68% of the households in the ADI.

BUY THE DAYTONA BEACH NEWS-JOURNAL

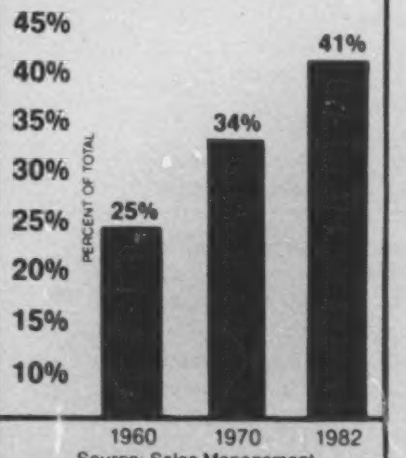
Represented Nationally By: Sawyer-Ferguson-Walker Company, Inc.

FLORIDA

FLA. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**163.2**	**.0699**	**44.7**	**8.7**	**12.4**	**13.6**	**45.7**	**68.6**	**807,971**	**190,148**	**97,031**	**130,767**	**35,816**	**152,041**	**35,223**
Manatee	163.2	.0699	44.7	8.7	12.4	13.6	45.7	68.6	807,971	190,148	97,031	130,767	35,816	152,041	35,223
• Bradenton	32.7	.0140	42.4	9.6	13.2	12.6	44.1	13.5	292,886	34,200	33,561	56,831	13,178	59,979	21,310
SUBURBAN TOTAL	130.5	.0559	45.3	8.5	12.2	13.7	46.2	55.1	515,085	155,948	63,470	73,936	22,638	92,062	13,913
DAYTONA BEACH	**282.5**	**.1211**	**40.8**	**11.2**	**13.0**	**14.3**	**41.5**	**118.2**	**1,425,023**	**292,485**	**170,824**	**185,213**	**52,510**	**210,177**	**74,877**
Volusia	282.5	.1211	40.8	11.2	13.0	14.3	41.5	118.2	1,425,023	292,485	170,824	185,213	52,510	210,177	74,877
• Daytona Beach	56.2	.0241	34.9	16.8	13.5	12.2	37.6	24.4	639,873	54,741	79,997	159,646	31,653	120,219	22,662
SUBURBAN TOTAL	226.3	.0970	42.0	9.8	12.9	14.7	42.5	93.8	785,150	237,744	90,827	25,567	20,857	89,958	52,215
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,107.6**	**.4747**	**39.8**	**9.6**	**15.1**	**16.0**	**39.6**	**470.5**	**6,789,624**	**1,233,770**	**784,114**	**843,780**	**336,480**	**1,526,647**	**275,509**
Broward	1,107.6	.4747	39.8	9.6	15.1	16.0	39.6	470.5	6,789,624	1,233,770	784,114	843,780	336,480	1,526,647	275,509
• Fort Lauderdale	154.3	.0661	37.3	11.8	17.4	16.0	36.6	70.7	1,606,859	152,996	240,904	171,501	43,729	540,999	34,441
• Hollywood	122.4	.0525	43.5	9.1	12.9	16.0	43.4	53.2	1,100,678	222,067	69,033	213,076	41,252	183,980	55,972
Plantation	54.1	.0232	36.6	8.8	13.5	23.2	29.6	19.4	356,712	99,972	35,790	14,604	24,446	90,231	13,284
• Pompano Beach	58.6	.0251	51.2	9.3	11.9	13.4	51.3	28.1	779,096	94,953	53,256	188,958	33,097	188,529	19,940
SUBURBAN TOTAL	772.3	.3310	39.1	9.3	15.2	16.1	38.7	318.5	3,302,991	763,754	420,921	270,245	218,402	613,139	165,156

Now, More Than Ever You Need The
FORT LAUDERDALE NEWS/SUN-SENTINEL
To Cover The Fort Lauderdale-Miami DMA

Metro Fort Lauderdale Share of Total Retail Sales in The Fort Lauderdale-Miami DMA



Source: Sales Management Survey of Buying Power

In 1982 Metro Fort Lauderdale accounted for 41% or $6.8 billion of the $16.6 billion total retail sales in the Ft. Lauderdale-Miami DMA...the largest market in the Southeast.

In The Fort Lauderdale ABC Primary Market Area The Fort Lauderdale News/Sun-Sentinel, daily, reach 57% of all market adults, 63% on Sunday...that's 82% of the Fort Lauderdale News/Sun-Sentinel-Miami Herald daily and Sunday audience total.

You can't reach this quality market without the Fort Lauderdale News/Sun-Sentinel, South Florida's fastest growing newspapers.*

*March, 1983 ABC Publishers Statement

Fort Lauderdale
News/Sun-Sentinel

Represented nationally by C.W.O. & O.
In Florida, Publishers Representatives

Vero Beach
Ft. Pierce
Stuart

Discover Florida's 'New Market'– The Rich Treasure Coast!

- DISCOVER population growth up 84%, 1970 - 80
- DISCOVER spendable income passing $2 billion
- DISCOVER over $1 billion in Retail Sales

Treasure Coast Market Group TCG

VERO BEACH PRESS-JOURNAL
FT. PIERCE NEWS TRIBUNE
STUART NEWS

Represented by: STORY & KELLY-SMITH, INC.

FLA. (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
				% of Population by Age Group												
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT MYERS	**233.2**	**.0999**	**42.2**	**9.0**	**12.9**	**14.5**	**42.8**	**96.8**	**1,335,120**	**308,914**	**123,757**	**175,389**	**79,783**	**226,841**	**34,463**
Lee	233.2	.0999	42.2	9.0	12.9	14.5	42.8	96.8	1,335,120	308,914	123,757	175,389	79,783	226,841	34,463
• Fort Myers	38.6	.0165	32.0	13.1	15.4	14.7	30.7	15.7	711,186	130,527	39,607	154,952	32,364	210,015	11,302
SUBURBAN TOTAL	194.6	.0834	44.5	8.1	12.5	14.5	45.2	81.1	623,934	178,387	84,150	20,437	47,419	16,826	23,161
FORT PIERCE	**174.4**	**.0748**	**38.4**	**10.1**	**13.7**	**14.7**	**38.9**	**69.4**	**812,117**	**191,199**	**71,866**	**68,353**	**38,153**	**156,876**	**30,369**
Martin	74.6	.0320	43.4	9.6	12.4	14.4	44.2	31.1	374,354	101,142	35,242	19,358	20,756	55,722	15,446
St. Lucie	99.8	.0428	34.9	10.5	14.8	14.9	34.8	38.3	437,763	90,057	36,624	48,995	17,397	101,154	14,923
• Fort Pierce	35.7	.0153	32.6	12.4	13.9	14.6	32.1	13.8	364,018	75,740	31,972	46,220	13,997	77,075	13,054
SUBURBAN TOTAL	138.7	.0595	40.0	9.5	13.7	14.8	40.6	55.6	448,099	115,459	39,894	22,133	24,156	79,801	17,315
FORT WALTON BEACH	**114.8**	**.0493**	**28.4**	**15.5**	**17.2**	**20.4**	**18.2**	**40.9**	**573,264**	**106,425**	**67,672**	**97,322**	**25,973**	**91,654**	**12,805**
Okaloosa	114.8	.0493	28.4	15.5	17.2	20.4	18.2	40.9	573,264	106,425	67,672	97,322	25,973	91,654	12,805
• Fort Walton Beach	21.0	.0090	31.4	12.8	14.3	22.6	22.2	7.5	239,463	27,858	37,139	21,597	13,156	60,150	3,132
SUBURBAN TOTAL	93.8	.0403	27.9	16.1	18.0	19.8	17.3	33.4	333,801	78,567	30,533	75,725	12,817	31,504	9,673
GAINESVILLE	**184.7**	**.0792**	**26.5**	**24.0**	**20.4**	**14.7**	**18.0**	**68.2**	**875,442**	**194,968**	**101,061**	**116,544**	**43,592**	**141,504**	**40,824**
Alachua	162.9	.0698	26.0	25.7	20.7	14.2	17.1	61.2	909,178	172,344	95,196	111,547	41,844	131,409	37,096
• Gainesville	83.6	.0358	25.0	30.0	20.6	12.7	16.5	30.3	684,690	132,010	63,584	109,733	39,812	127,309	33,096
Bradford	21.8	.0094	31.6	11.2	18.1	18.6	25.2	7.0	66,264	22,624	5,865	4,997	1,748	10,095	3,728
SUBURBAN TOTAL	101.1	.0434	27.9	19.1	20.4	16.3	19.3	37.9	190,752	62,958	37,477	6,811	3,780	14,195	7,728

Over 1/4 of the Retail Activity in the Tampa/St. Petersburg/Sarasota A.D.I. occurs in these combined markets --

LAKELAND
SARASOTA

Sarasota/Lakeland

• Population	28%
• Retail Sales	29%
• Food Sales	26%

You can reach this market thru the Sarasota/Lakeland Combination Buy.

For more information contact:
Story & Kelly-Smith
(212) 490-3775
or
Publisher's Representatives of Florida
(904) 398-5813

Source: S&MM 1983 Survey of Buying Power

NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Brevard County, Florida

THE PLACE THAT LAUNCHED A THOUSAND SHIPS

BUT, THAT'S NOT ALL

The Brevard County area is not only home for the Space Shuttle Program, but also a new home for major U.S. corporations that have discovered its wealth and splendor. Last year alone, 20 clean, high-grade industries located in Brevard County. Brevard's growth is out of this world!

LOOK US OVER

The market is stronger than ever before. If you want to reach one of Florida's fastest growing markets, look us over. You will find a wealthy, young community continuing to grow.

We're #2 in the Orlando-Daytona ADI

TODAY

Florida's Space Age Newspaper

Covering all of Brevard with award-winning weekly newspapers.

Star-Advocate North Brevard · **The Tribune** Central Brevard · **The Times** South Brevard

Represented Nationally by Gannett Newspaper Advertising Sales. Contact LINDA HILL, NATIONAL AD MGR. (305) 632-8700 Ext. 223

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
JACKSONVILLE	**751.2**	**.3219**	**30.3**	**12.9**	**17.5**	**17.6**	**24.3**	**279.0**	**3,783,221**	**743,222**	**331,230**	**445,180**	**142,436**	**797,813**	**145,570**
Clay	78.1	.0334	29.8	9.8	17.1	22.0	19.1	26.0	406,298	75,536	39,915	100,814	7,901	36,608	18,853
Duval	579.5	.2404	30.1	13.5	18.0	17.0	24.3	219.1	2,995,192	575,632	258,125	324,565	130,405	686,801	118,741
• Jacksonville	549.0	.2353	30.1	13.6	18.0	16.9	24.2	206.7	2,853,507	541,901	233,668	317,196	127,615	661,217	114,092
Nassau	36.7	.0157	29.5	11.1	16.7	19.6	21.2	12.5	120,776	37,877	11,675	6,682	677	15,190	4,066
St. Johns	56.9	.0244	34.3	11.1	14.9	16.6	32.4	21.4	260,965	54,177	21,515	13,119	3,453	59,214	3,910
SUBURBAN TOTAL	202.2	.0866	31.2	10.9	16.6	19.4	24.3	72.3	929,724	201,321	97,562	127,984	14,821	136,596	31,478

THE ADVERTISING MEDIUM THAT DELIVERS...

Over a five-day period, The Florida Times-Union and Jacksonville Journal reach 418,100 adult readers in Metropolitan Jacksonville, over three-fourths of all adults in the market. Sunday audience increases to reach eight out of ten adults over a four weekend period. That's four times as many as are tuned to the best-watched television station during prime time — eight times what the most popular radio station can deliver in drive time. We penetrate the market better than any other major newspaper in Florida.

Source : Circulation '82-'83, Belden CMS, '82

The Florida Times-Union
Jacksonville Journal

Represented nationally by Branham Newspaper Sales
One Riverside Avenue, Jacksonville, FL 32202 Phone (904)359-4350

FLA. (cont.)
ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAKELAND - WINTER HAVEN	**345.3**	**.1480**	**33.2**	**11.8**	**15.3**	**17.1**	**30.1**	**126.5**	**1,611,279**	**368,375**	**141,288**	**191,136**	**53,641**	**303,978**	**64,080**
Polk	345.3	.1480	33.2	11.8	15.3	17.1	30.1	126.5	1,611,279	368,375	141,288	191,136	53,641	303,978	64,080
• Lakeland	52.7	.0226	34.3	14.6	14.9	14.1	34.8	22.0	680,879	137,647	55,376	86,903	28,567	132,832	27,755
• Winter Haven	22.5	.0096	37.7	11.2	14.1	15.0	37.8	9.7	338,705	64,797	33,405	58,591	5,995	39,968	18,627
SUBURBAN TOTAL	270.1	.1158	32.7	11.3	15.4	17.9	28.6	94.8	591,695	165,931	52,307	45,642	19,079	131,178	17,498
MELBOURNE - TITUSVILLE - PALM BAY	**284.2**	**.1218**	**35.2**	**12.4**	**13.9**	**18.7**	**31.5**	**110.9**	**1,361,346**	**300,398**	**145,685**	**202,623**	**49,830**	**228,712**	**63,269**
Brevard	284.2	.1218	35.2	12.4	13.9	18.7	31.5	110.9	1,361,346	300,398	145,685	202,623	49,830	228,712	63,269
• Melbourne	48.0	.0206	33.9	14.8	14.2	16.6	31.8	18.8	490,080	118,373	33,719	65,985	16,854	102,674	15,727
• Palm Bay	22.8	.0098	33.1	12.2	17.3	16.0	30.8	8.6	30,009	3,094	5,057		4,233	631	4,328
• Titusville	32.3	.0138	36.4	11.4	12.3	19.6	32.1	12.3	153,890	30,913	20,336	27,863	2,535	30,978	8,518
SUBURBAN TOTAL	181.1	.0776	35.6	11.9	13.7	19.6	31.3	71.2	687,367	148,018	86,5[illegible]3	108,775	26,208	94,429	34,696
MIAMI - HIALEAH	**1,768.0**	**.7578**	**35.6**	**11.2**	**15.4**	**18.5**	**32.3**	**648.7**	**9,434,151**	**1,903,083**	**941,124**	**1,295,979**	**630,494**	**1,584,673**	**397,423**
Dade	1,768.0	.7578	35.6	11.2	15.4	18.5	32.3	648.7	9,434,151	1,903,083	941,124	1,295,979	630,494	1,584,673	397,423
Coral Gables	44.5	.0191	37.1	17.4	14.1	16.5	36.0	16.5	458,389	103,927	52,979	8,310	17,073	156,705	10,963
• Hialeah	174.4	.0748	37.0	12.2	12.1	21.9	30.9	56.8	1,073,105	167,595	78,642	226,372	94,850	104,476	30,889
• Miami	401.9	.1723	38.6	11.0	14.2	18.7	35.9	152.2	2,149,306	311,597	245,917	221,527	181,380	377,891	112,443
• Miami Beach	98.3	.0421	65.6	5.0	7.6	10.3	69.1	55.7	351,279	93,326	56,739	13,953	7,201	43,473	30,106
North Miami	45.1	.0193	40.9	11.1	17.1	15.7	40.8	20.2	349,203	101,997	39,463	4,696	23,770	43,367	18,229
SUBURBAN TOTAL	1,093.4	.4686	33.0	11.7	17.1	18.6	27.9	384.0	5,860,461	1,330,565	559,826	834,127	347,063	1,058,833	223,985
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,875.6***	***1.2325***	***37.1***	***10.6***	***15.3***	***17.5***	***35.1***	***1,119.2***	***16,223,775***	***3,15[illegible]***	***1,725,228***	***2,139,759***	***966,974***	***2,111,330***	***672,932***
OCALA	**137.8**	**.0591**	**37.0**	**9.5**	**13.6**	**16.0**	**36.1**	**53.0**	**614,097**	**151,766**	**62,892**	**59,760**	**17,842**	**81,406**	**21,044**
Marion	137.8	.0591	37.0	9.5	13.6	16.0	36.1	53.0	614,097	151,766	62,892	59,760	17,842	81,406	21,044
• Ocala	41.2	.0177	33.2	10.8	13.7	16.1	31.4	15.5	469,663	109,007	52,962	57,332	15,397	64,697	17,326
SUBURBAN TOTAL	96.6	.0414	38.7	8.9	13.5	16.1	38.2	37.5	144,434	42,759	9,930	2,428	2,445	16,709	3,718

Don't Kid Yourself

YOU CAN'T COVER CENTRAL FLORIDA FROM TAMPA, ST. PETE, ORLANDO AND JACKSONVILLE

Lake City Reporter
Gainesville Sun
Palatka Daily News
Ocala Star-Banner
Leesburg Commercial

Central Florida is a growing market place you can reach by using the Central Florida Golden Markets Group I. With a combined circulation of over 121,000 these 5 New York Times newspapers dominate their respective counties and deliver over 50% of the households in their contiguous 5 county market

You can buy these papers with the ease of a one order - one bill system. For complete details call:

Branham Newspaper Sales, Inc.
(212)490-1200
or
Publisher's Representatives of Florida
(904)398-5813

Source: FAS FAX, 3/31/83

NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ORLANDO	770.1	.3300	31.5	13.3	16.8	17.9	26.2	287.4	4,156,432	902,444	475,359	543,764	156,315	768,178	115,635
Orange	504.4	.2162	30.8	14.9	16.9	17.1	25.9	189.3	2,849,182	607,511	342,221	317,852	113,104	535,233	75,877
• Orlando	136.0	.0583	30.0	18.7	17.0	14.3	27.3	52.3	1,203,112	171,693	150,878	172,630	84,082	239,888	41,392
Osceola	59.4	.0254	35.8	10.7	13.9	16.7	34.3	22.7	250,758	67,598	33,172	17,782	6,887	54,237	10,254
Seminole	206.3	.0884	32.0	10.3	17.1	20.1	24.8	75.4	1,056,492	227,335	99,966	208,130	36,324	178,708	29,504
SUBURBAN TOTAL	634.1	.2717	31.8	12.2	16.8	18.6	26.0	235.1	2,953,320	730,751	324,481	371,134	72,233	528,290	74,243
PANAMA CITY	104.0	.0445	30.6	13.2	16.5	18.3	24.4	38.5	594,658	90,490	75,508	94,432	36,855	126,873	15,427
Bay	104.0	.0445	30.6	13.2	16.5	18.3	24.4	38.5	594,658	90,490	75,508	94,432	36,855	126,873	15,427
• Panama City	34.1	.0146	32.3	12.6	15.5	15.5	30.3	13.7	469,408	60,446	60,012	83,299	34,202	109,295	14,037
SUBURBAN TOTAL	69.9	.0299	29.8	13.6	16.9	19.7	21.5	24.8	125,250	30,044	15,496	11,133	2,653	17,578	1,390
PENSACOLA	302.2	.1295	29.6	14.4	16.8	18.1	22.9	108.0	1,420,958	296,015	138,662	231,435	51,592	309,232	43,710
Escambia	241.1	.1033	29.7	14.6	16.7	17.7	23.5	86.9	1,235,658	220,570	126,108	220,339	45,150	276,060	37,399
• Pensacola	57.9	.0248	33.1	11.9	15.7	16.6	30.4	22.6	446,532	93,814	30,587	14,736	14,913	178,682	16,048
Santa Rosa	61.1	.0262	29.1	13.6	16.9	19.7	20.3	21.1	185,300	75,445	12,554	11,096	6,442	33,172	6,311
SUBURBAN TOTAL	244.3	.1047	28.9	15.0	17.0	18.4	21.1	85.4	974,426	202,201	108,075	216,699	36,679	130,550	27,662
SARASOTA	224.5	.0962	50.9	7.9	11.5	13.4	50.8	101.1	1,399,176	298,545	161,492	142,983	123,103	212,834	49,594
Sarasota	224.5	.0962	50.9	7.9	11.5	13.4	50.8	101.1	1,399,176	298,545	161,492	142,983	123,103	212,834	49,594
• Sarasota	50.9	.0218	42.4	11.6	13.9	13.2	43.7	23.0	514,632	79,665	58,101	73,443	21,973	34,829	21,888
SUBURBAN TOTAL	173.6	.0744	53.0	6.8	10.8	13.4	53.0	78.1	884,544	218,880	103,391	69,540	101,130	178,005	27,706
TALLAHASSEE	201.8	.0865	27.3	19.9	19.6	15.7	19.1	73.4	945,562	207,087	101,117	126,759	33,299	163,662	24,930
Gadsden	42.1	.0180	29.2	11.6	15.1	15.2	26.1	12.9	98,057	25,628	4,459	6,873	2,749	21,097	3,412
Leon	159.7	.0685	26.9	22.0	20.8	15.9	17.2	60.5	847,505	181,459	96,658	119,886	30,550	142,565	21,518
• Tallahassee	106.5	.0456	25.1	29.8	19.1	12.9	18.2	41.5	649,048	154,090	73,357	106,040	27,407	67,643	18,221
SUBURBAN TOTAL	95.3	.0409	29.6	8.7	20.2	18.9	20.1	31.9	296,514	52,997	27,760	20,719	5,892	96,019	6,709
TAMPA - ST. PETERSBURG - CLEARWATER	1,742.9	.7471	39.5	10.2	14.0	15.1	39.7	726.7	8,762,178	2,268,360	871,336	1,218,031	315,004	1,478,815	274,429
Hernando	53.2	.0228	48.5	7.4	10.1	13.8	48.8	21.8	188,947	65,081	12,876	12,392	5,090	20,675	7,036
Hillsborough	687.5	.2947	31.5	13.1	17.1	17.7	26.3	261.2	3,954,588	978,642	386,683	534,134	120,805	730,487	108,498
• Tampa	273.2	.1171	33.2	13.1	16.0	15.7	31.5	110.0	2,232,192	342,226	270,715	296,261	92,891	505,107	76,214
Pasco	224.9	.0964	53.8	7.0	9.9	12.2	53.5	95.5	643,752	188,816	50,322	77,656	35,543	78,224	31,826

In the TAMPA BAY MARKET*
The Tampa Tribune offers
advertisers THE LOWEST

CPM
PROSPECTS
in the buying ages
and higher income
households!

Find out why the Tampa Tribune is the quality buy in the Tampa Bay market. Just send us your business card and we'll mail you our latest market brief. "The Quality Buy."

THE TAMPA TRIBUNE
Morning and Sunday

Send to:
Byron Taggart,
General
Advertising Mgr.
Tampa Tribune
P.O.Box 191
Tampa, Florida
33601
(813) 272-7447

The Quality Buy

*The dynamic Tampa Bay market is comprised of Hillsborough, Pasco and Pinellas counties.

Site of the NFL Super Bowl Game, January 22, 1984.....

ORLANDO

THE SHORTEST DISTANCE BETWEEN TODAY AND TOMORROW.

Look closer. Because the innovations and achievements you'd expect to find in the 21st century are in place and running smoothly in Central Florida. Today.

Like clean, high-tech industries that are meeting demands in national and international markets. Like $12-billion in growth-sustaining, recession-resistant development. Like nationally ranked sales power and the buying income to push it even further.

The shortest distance between you and Orlando's market strength is The Orlando Sentinel. It's the efficient, effective advertising medium that reaches nearly 9 out of 10 metro Orlando adults each week.

Look closer at the best market, the best newspaper and the best advertising opportunity in Florida. Just call Bob Berry at 305/420-5270, and he'll send you a free copy of our new market/media package.

And remember. You don't have to wait until tomorrow.

The Orlando Sentinel

Represented nationally by CWO&O
Member SUNDAY MAG/NET

Spaceship Earth
Epcot Center

Daily stocks return today
Pages 7-10D
Tampa Bay beats Cold, 26-23, 1D
Sports 1D

Clearwater Sun

Snyder pleads no contest to 89 counts

Daylight savings extension urged

Governor told education stance 'too little too late'

Ban on women irks Sertomans

Clearwater and The Clearwater Sun . . . The No. 1 Buy in the Tampa, St. Petersburg, Clearwater SMSA.

No. 1 In Retail Sales Per Household*

Clearwater	$21,772
Tampa	$17,971
St. Petersburg	$10,642

No. 1 in Effective Buying Income Per Household*

Clearwater	$20,350
Tampa	$19,624
St. Petersburg	$18,731

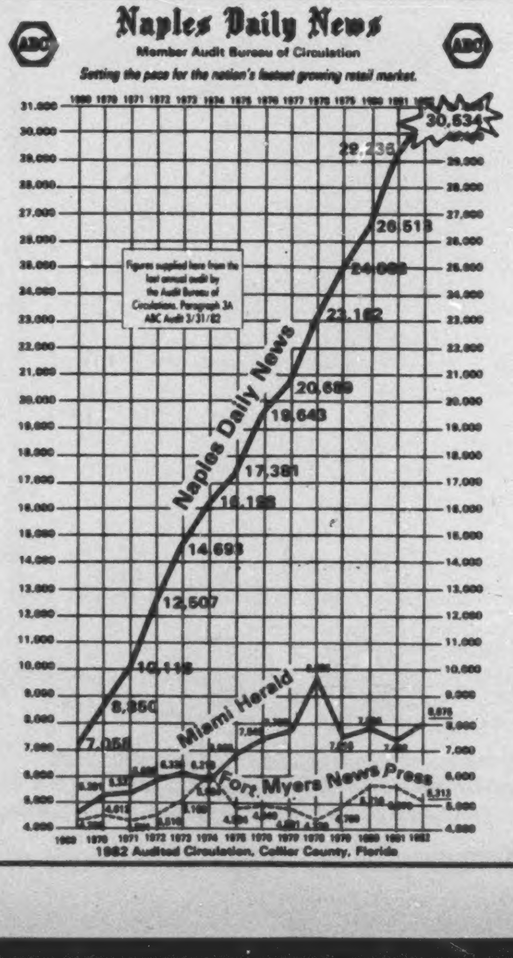
*S & MM 1982
Survey of Buying Power

Clearwater Sun

Represented by Branham Newspaper Sales or Publishers Representatives of Florida.

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pinellas	777.3	.3332	46.4	8.7	12.7	13.8	47.0	348.2	3,974,891	1,035,821	421,455	593,849	155,566	649,429	127,069
• Clearwater	95.1	.0408	44.5	9.5	13.3	14.6	45.2	42.4	1,010,210	187,413	127,308	117,719	48,581	260,809	18,776
Largo	60.1	.0258	48.5	9.2	12.9	13.2	48.8	28.0	237,305	83,051	15,882	27,060	17,875	5,788	15,868
• St. Petersburg	242.8	.1041	42.8	9.8	13.5	13.8	43.7	108.2	1,140,085	345,506	91,558	200,373	29,975	168,629	30,945
SUBURBAN TOTAL	1,131.8	.4851	40.2	9.6	13.7	15.5	40.3	466.1	4,379,691	1,393,215	381,755	603,678	143,557	544,270	148,494
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	641.0	.2748	40.8	9.5	14.1	15.0	41.3	271.6	3,723,446	770,787	386,504	530,363	201,052	690,691	133,799



How Naples Stacks Up In The Big Florida Market

Sales Per Household

Total Retail Sales	Food	Furniture Appliance	Auto
Naples $17,642	Naples $3,824	Sarasota $1,173	Naples $3,539
Ft. Lauderdale $14,980	Ft. Myers $3,607	Naples $1,102	Ft. Lauderdale $3,508
Sarasota $14,510	Orlando $3,501	Miami $935	Jacksonville $3,003
Ft. Myers $14,488	W. Palm Bch $3,280	Ft. Myers $898	Pensacola $2,923
Orlando $14,322	Tampa/S.P. $3,252	Ft. Lauderdale $702	Orlando $2,793

Sources: University of Florida
1982 Survey of Buying Power, Sales & Marketing Management

For a copy of our latest market brief, "The Affluent Market," send us your business card today.

Eric Larson, National Adv. Mgr.
Represented by Publishers Representatives of Florida

(813) 263-4730

Naples Daily News

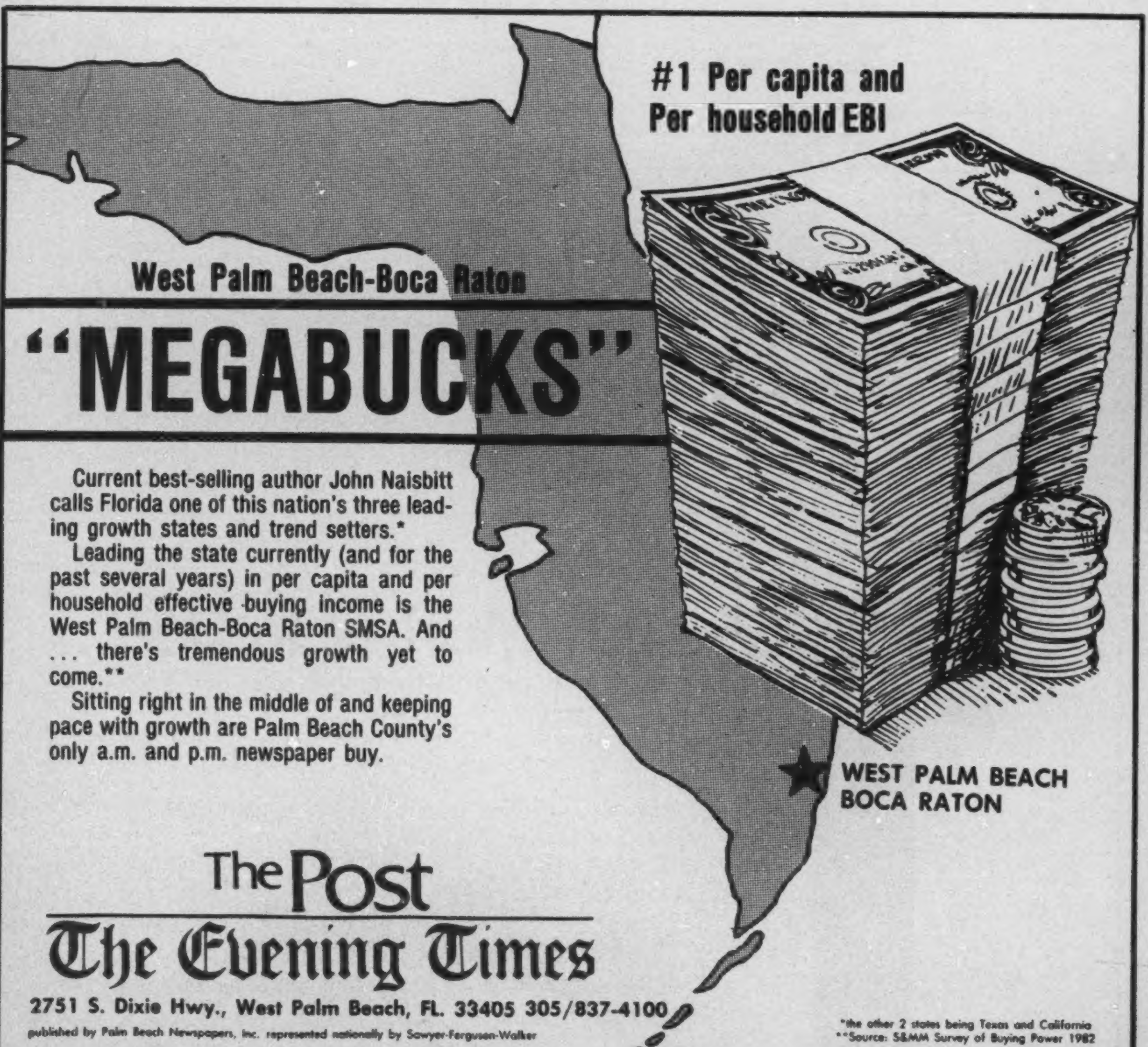
1075 Central Ave. Naples, Fl 33940

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Palm Beach	641.0	.2748	40.8	9.5	14.1	15.0	41.3	271.6	3,723,446	770,787	386,504	520,363	201,052	690,691	133,799
• Boca Raton	54.3	.0233	42.7	10.6	12.4	17.3	42.3	23.2	458,653	110,334	63,991	110,315	33,316	4,772	8,267
• Delray Beach	40.0	.0171	49.3	8.5	12.0	12.3	49.6	17.9	305,576	63,017	21,763	20,776	20,286	84,946	10,872
• West Palm Beach	64.6	.0277	37.0	11.9	15.8	14.8	37.3	28.3	711,779	96,212	53,315	164,712	31,030	157,290	19,350
SUBURBAN TOTAL	482.1	.2067	40.5	9.2	14.3	15.0	41.0	202.2	2,247,438	501,224	247,435	224,560	116,420	443,683	95,310
OTHER COUNTIES															
Baker	17.4	.0075	28.5	13.0	16.5	18.5	20.7	4.8	52,504	17,475	1,310	2,450	315	12,898	1,003
Calhoun	9.7	.0042	33.4	9.8	13.2	16.8	31.0	3.4	29,784	10,119	791	1,262	65	5,477	969
Charlotte	67.2	.0288	57.2	6.0	8.6	11.3	59.3	29.9	295,175	40,663	16,285	22,792	10,222	56,528	21,505
Citrus	65.0	.0279	53.1	6.5	9.5	13.0	53.1	27.8	204,806	57,504	14,764	8,981	7,140	22,833	8,060
Collier	100.6	.0432	39.1	9.7	13.8	15.7	39.0	41.3	682,028	137,570	68,718	72,191	45,639	129,247	16,452
Columbia	38.1	.0163	30.2	12.0	15.4	17.9	24.8	13.5	157,392	29,721	14,748	15,192	3,588	26,936	6,065
De Soto	20.5	.0088	33.8	12.0	14.0	16.2	32.1	7.1	69,054	23,435	4,039	5,392	952	12,883	2,876
Dixie	8.3	.0036	33.0	10.3	15.3	18.1	28.8	2.9	25,023	10,033	1,024	322	478	3,237	732
Flagler	12.8	.0055	42.8	8.5	12.3	13.6	44.0	5.4	37,581	9,530	2,889	197	487	11,440	410
Franklin	7.7	.0033	33.4	10.2	12.8	17.4	30.6	2.8	27,825	12,496	2,333	549	860	1,912	844
Gilchrist	6.4	.0028	32.8	11.2	12.7	19.4	27.7	2.3	8,242	4,945	830	116	44		117
Glades	6.6	.0028	36.3	9.1	12.4	16.2	35.3	2.5	4,766	2,733	683	250	27	62	



#1 Per capita and
Per household EBI

West Palm Beach-Boca Raton

"MEGABUCKS"

Current best-selling author John Naisbitt calls Florida one of this nation's three leading growth states and trend setters.*

Leading the state currently (and for the past several years) in per capita and per household effective buying income is the West Palm Beach-Boca Raton SMSA. And ... there's tremendous growth yet to come.**

Sitting right in the middle of and keeping pace with growth are Palm Beach County's only a.m. and p.m. newspaper buy.

WEST PALM BEACH
BOCA RATON

The Post
The Evening Times

2751 S. Dixie Hwy., West Palm Beach, FL. 33405 305/837-4100

published by Palm Beach Newspapers, Inc. represented nationally by Sawyer-Ferguson-Walker

*the other 2 states being Texas and California
**Source: S&MM Survey of Buying Power 1982

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Gulf	10.7	.0046	32.5	10.8	13.2	18.2	28.4	3.7	30,460	14,969	2,096	1,841	1,184	3,259	1,151
Hamilton	8.9	.0038	29.0	10.8	15.0	14.8	26.2	3.1	41,821	9,713	4,093	2,604	951	4,013	787
Hardee	20.6	.0088	29.7	10.9	15.0	15.8	26.3	6.8	61,671	24,296	2,166	1,907	1,340	6,357	2,936
Hendry	20.6	.0089	28.8	10.9	15.4	17.8	22.6	6.9	106,061	43,316	5,904	5,713	2,370	18,877	3,348
Highlands	51.9	.0222	45.1	8.8	11.0	13.4	46.0	21.2	219,561	66,124	15,169	18,378	6,029	34,501	10,320
Holmes	15.9	.0068	34.1	9.9	13.1	18.0	30.9	5.8	38,443	14,441	2,172	907	767	7,976	1,973
Indian River	66.6	.0286	40.3	9.9	12.9	15.1	40.4	26.8	329,476	85,210	33,869	16,169	25,593	64,018	16,574
Jackson	40.6	.0174	31.7	12.5	14.1	16.3	29.1	14.0	142,529	41,717	11,566	13,329	5,068	29,587	5,634
Jefferson	11.2	.0048	30.2	10.7	14.9	14.8	28.0	3.7	32,540	8,900	811	842	1,552	4,291	2,808
Lafayette	4.4	.0019	30.8	10.1	15.2	17.2	26.5	1.6	6,973	2,850	235	241	172	82	43
Lake	114.3	.0490	43.7	8.3	11.5	14.6	44.3	46.7	517,360	132,178	38,749	41,414	17,982	103,594	24,282
Levy	22.0	.0094	35.5	9.5	13.5	16.4	34.3	8.1	63,685	23,858	3,833	3,362	2,763	8,890	1,132
Liberty	4.5	.0019	31.8	11.7	14.2	17.2	28.3	1.5	4,979	442	472	904	396	182	
Madison	15.0	.0065	31.1	10.8	13.1	15.1	29.8	4.9	48,411	12,357	1,377	585	531	7,537	5,273
Monroe	65.7	.0281	36.3	11.9	18.0	17.2	34.3	28.9	359,462	74,661	54,788	38,825	10,808	31,175	17,887
Okeechobee	23.1	.0099	31.3	10.5	14.1	16.9	27.9	8.2	83,330	34,574	8,760	4,801	3,073	6,486	1,399
Putnam	54.2	.0232	34.9	10.0	13.1	15.7	34.2	20.3	214,546	58,715	9,700	8,721	6,110	41,619	16,859
Sumter	26.8	.0115	35.6	12.1	12.1	15.7	35.0	9.7	81,687	27,518	6,438	1,381	1,370	2,868	2,689
Suwannee	24.1	.0103	32.6	9.8	13.9	16.8	29.9	8.6	79,227	23,743	3,201	7,229	2,381	16,372	3,558
Taylor	17.2	.0074	31.3	11.2	15.2	16.4	28.0	6.3	68,634	17,128	7,745	3,940	3,679	12,389	1,746
Union	10.8	.0046	30.0	15.9	28.6	19.3	16.3	2.3	10,894	4,403	88		166	1,645	453
Wakulla	12.5	.0054	30.5	9.8	17.1	17.2	25.1	4.3	15,642	7,022	2,700	1,071	538	2,461	582
Walton	22.9	.0098	36.7	9.8	12.8	16.9	35.0	8.9	58,637	19,926	2,624	2,388	1,246	8,152	2,156
Washington	15.3	.0065	35.0	9.2	12.6	17.3	32.8	5.8	36,444	20,171	1,676	2,103	675	2,055	1,604
TOTAL METRO COUNTIES	**9,533.4**	**4.0861**	**35.6**	**11.5**	**15.2**	**16.4**	**34.2**	**3,757.4**	**50,425,075**	**10,818,481**	**5,248,522**	**6,689,813**	**2,423,770**	**9,252,607**	**1,852,980**
TOTAL STATE	**10,573.5**	**4.5321**	**35.8**	**11.3**	**15.0**	**16.4**	**34.5**	**4,159.2**	**54,671,728**	**11,943,137**	**5,597,168**	**6,998,162**	**2,590,331**	**9,954,446**	**2,037,207**

FLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BRADENTON	**1,481,103**	**17,809**	**33.2**	**29.0**	**9.4**	**5.0**	**.0702**
Manatee	1,481,103	17,809	33.2	29.0	9.4	5.0	.0702
• Bradenton	279,195	16,990	31.4	28.4	9.2	3.7	.0172
SUBURBAN TOTAL	1,201,908	17,997	33.8	29.0	9.5	5.3	.0530
DAYTONA BEACH	**2,398,616**	**16,437**	**33.5**	**26.4**	**8.8**	**4.3**	**.1184**
Volusia	2,398,616	16,437	33.5	26.4	8.8	4.3	.1184
• Daytona Beach	431,357	13,717	32.2	22.2	6.0	3.6	.0322
SUBURBAN TOTAL	1,967,259	17,142	33.9	27.6	9.5	4.4	.0862
FORT LAUDERDALE – HOLLYWOOD – POMPANO BEACH	**12,122,305**	**21,566**	**27.7**	**30.9**	**14.5**	**8.6**	**.5594**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Broward	12,122,305	21,566	27.7	30.9	14.5	8.6	.5594
• Fort Lauderdale	1,864,314	20,003	28.4	27.8	11.6	10.6	.1000
• Hollywood	1,353,315	20,553	27.4	28.6	13.5	9.2	.0717
Plantation	694,297	31,833	17.7	29.3	24.2	19.9	.0304
• Pompano Beach	755,256	22,001	27.0	30.5	13.9	10.9	.0437
SUBURBAN TOTAL	8,149,420	22,011	27.7	32.1	15.3	7.8	.3440
FORT MYERS	**2,284,821**	**19,368**	**32.4**	**30.4**	**11.1**	**6.6**	**.1091**
Lee	2,284,821	19,368	32.4	30.4	11.1	6.6	.1091
• Fort Myers	322,765	15,928	32.0	26.4	7.5	4.8	.0301
SUBURBAN TOTAL	1,962,056	19,998	32.3	31.3	11.8	6.9	.0790

#1

Growth Market in U.S.!

With a 90% increase in population in the past decade, no other SMSA comes close to matching the rate of growth in the Fort Myers, Fla. market. And, the Fort Myers market is projected to continue as the Nation's Growth Capital through 1986.*

Reach the Number One growth market by putting your advertising dollar in the Number One medium — the Fort Myers News-Press. We reach 61.2% of all households on a daily basis and 70.4% on Sundays.

Fort Myers News-Press

Represented by Gannett Newspaper Advertising Sales

* Source: Sales & Marketing Management, October 25, 1982.

FLA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FORT PIERCE	**1,561,465**	**18,660**	**30.3**	**29.5**	**10.9**	**5.8**	**.0732**
Martin	740,336	19,571	29.6	30.1	11.7	7.0	.0337
St. Lucie	821,129	17,968	30.8	29.0	10.3	4.8	.0395
• Fort Pierce	253,085	14,150	30.0	22.8	7.2	3.8	.0188
SUBURBAN TOTAL	1,308,380	19,750	30.3	31.1	11.9	6.3	.0544
FORT WALTON BEACH	**1,012,250**	**20,646**	**30.5**	**31.0**	**14.2**	**6.5**	**.0488**
Okaloosa	1,012,250	20,646	30.5	31.0	14.2	6.5	.0488
• Fort Walton Beach	199,711	23,122	27.1	32.1	16.8	8.3	.0129
SUBURBAN TOTAL	812,539	20,184	31.3	30.9	13.6	6.0	.0359
GAINESVILLE	**1,472,661**	**16,873**	**27.6**	**26.0**	**10.4**	**6.0**	**.0737**
Alachua	1,342,598	17,121	27.3	26.1	10.7	6.4	.0669
• Gainesville	693,085	17,347	27.5	26.2	10.6	6.9	.0418
Bradford	130,063	14,986	30.1	26.0	7.9	2.2	.0068
SUBURBAN TOTAL	779,576	16,518	27.8	25.9	10.2	5.2	.0319
JACKSONVILLE	**6,659,905**	**20,168**	**26.9**	**30.2**	**13.8**	**6.4**	**.3208**
Clay	730,268	25,791	22.2	32.0	20.9	9.7	.0346
Duval	5,151,500	19,706	27.1	30.0	13.3	6.1	.2499
• Jacksonville	4,849,575	19,691	27.1	29.9	13.4	5.9	.2366
Nassau	281,606	20,750	24.9	34.1	13.4	4.4	.0129
St. Johns	496,531	18,780	30.4	28.2	11.3	7.2	.0234
SUBURBAN TOTAL	1,810,330	21,599	26.4	30.9	15.2	7.7	.0842
LAKELAND - WINTER HAVEN	**2,752,644**	**17,934**	**31.1**	**30.2**	**9.5**	**4.3**	**.1370**
Polk	2,752,644	17,934	31.1	30.2	9.5	4.3	.1370
• Lakeland	456,786	16,711	31.0	27.4	9.0	4.3	.0336
• Winter Haven	202,090	16,489	30.9	26.1	9.1	5.4	.0158
SUBURBAN TOTAL	2,093,768	18,354	31.0	31.2	9.7	4.3	.0876
MELBOURNE - TITUSVILLE - PALM BAY	**2,634,372**	**20,812**	**28.9**	**32.1**	**14.8**	**5.2**	**.1221**
Brevard	2,634,372	20,812	28.9	32.1	14.8	5.2	.1221
• Melbourne	389,738	18,080	31.7	32.3	9.7	2.8	.0265
• Palm Bay	194,882	20,884	31.4	37.5	12.7	3.0	.0073
• Titusville	283,353	20,414	27.0	30.2	15.8	4.9	.0135
SUBURBAN TOTAL	1,766,399	21,666	28.2	31.6	16.3	6.2	.0748
MIAMI - HIALEAH	**15,830,531**	**19,736**	**26.0**	**28.1**	**12.8**	**8.5**	**.7735**
Dade	15,830,531	19,736	26.0	28.1	12.8	8.5	.7735
Coral Gables	619,737	27,322	21.2	23.7	14.7	24.4	.0306
• Hialeah	1,253,403	19,993	28.2	33.2	12.5	4.3	.0731
• Miami	2,894,572	14,407	29.1	22.7	7.7	4.5	.1597
• Miami Beach	1,019,336	11,215	27.3	14.8	5.7	6.7	.0415
North Miami	467,732	19,361	30.2	31.1	10.4	6.7	.0242
SUBURBAN TOTAL	10,663,220	23,435	24.2	31.5	15.9	10.9	.4992
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***27,952,836***	***20,535***	***26.7***	***29.3***	***13.5***	***8.5***	***1.3329***
OCALA	**979,772**	**14,864**	**35.6**	**24.0**	**6.1**	**3.5**	**.0511**
Marion	979,772	14,864	35.6	24.0	6.1	3.5	.0511
• Ocala	305,613	15,160	32.0	23.9	7.5	4.9	.0234
SUBURBAN TOTAL	674,159	14,761	37.0	24.1	5.5	2.9	.0277
ORLANDO	**6,934,304**	**20,336**	**28.8**	**31.4**	**13.1**	**6.4**	**.3390**
Orange	4,519,313	19,837	29.4	31.0	12.4	6.2	.2249
• Orlando	1,181,433	17,225	30.3	27.5	10.0	5.0	.0717
Osceola	456,070	16,879	33.9	28.7	8.3	3.6	.0224
Seminole	1,958,921	23,032	25.8	33.6	16.2	7.6	.0917
SUBURBAN TOTAL	5,752,871	21,045	28.6	32.2	13.8	6.7	.2673
PANAMA CITY	**744,574**	**16,025**	**33.3**	**26.9**	**8.0**	**3.2**	**.0422**
Bay	744,574	16,025	33.3	26.9	8.0	3.2	.0422
• Panama City	242,345	14,183	31.6	23.7	6.6	3.1	.0213
SUBURBAN TOTAL	502,229	16,939	34.4	28.7	8.7	3.2	.0209
PENSACOLA	**2,575,713**	**20,183**	**26.9**	**30.7**	**13.8**	**5.9**	**.1241**
Escambia	2,063,247	20,000	27.1	30.7	13.5	5.8	.1020
• Pensacola	541,189	19,765	25.1	28.3	13.7	7.5	.0296
Santa Rosa	512,466	20,938	25.7	31.0	14.9	6.4	.0221
SUBURBAN TOTAL	2,034,524	20,286	27.3	31.4	13.8	5.5	.0945
SARASOTA	**2,303,115**	**18,774**	**32.5**	**29.8**	**10.5**	**6.1**	**.1103**
Sarasota	2,303,115	18,774	32.5	29.8	10.5	6.1	.1103
• Sarasota	491,564	16,456	32.4	26.1	8.2	5.7	.0297
SUBURBAN TOTAL	1,811,551	19,433	32.5	30.8	11.2	6.3	.0806

WE REACH 7 OUT OF 10 READERS IN THE SOUTH FLORIDA MARKET.

The Miami Herald and Miami News have 70% of the daily newspaper readers in South Florida, the nation's 11th largest market. The Ft. Lauderdale News/Sun Sentinel account for 24% and the Hollywood Sun-Tattler has 6%.

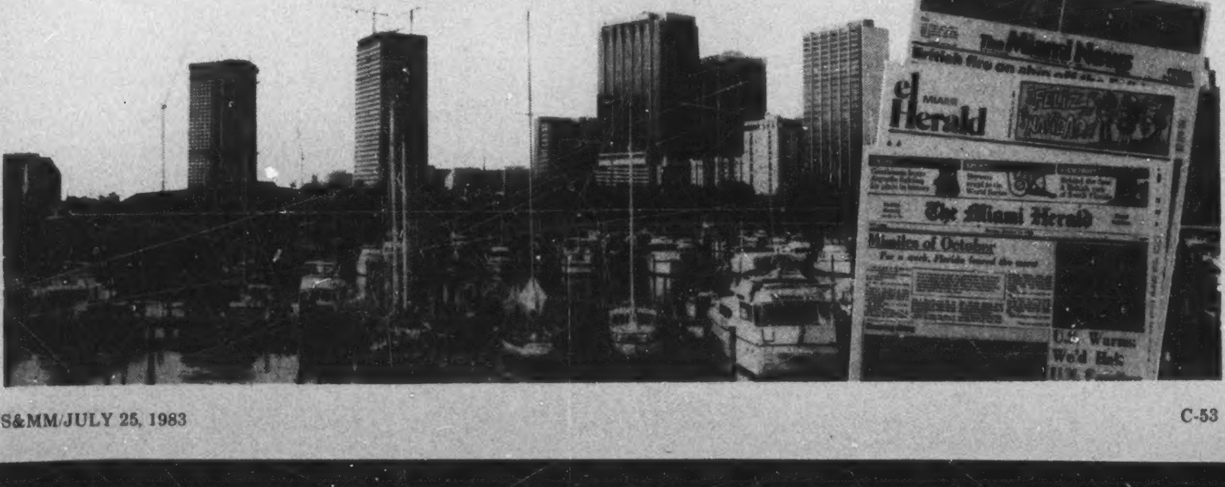
Growing international trade and finance, new hotels and new prestigious names in retailing such as Lord & Taylor, Bonwit Teller, Brooks Brothers, Macy's and Bloomingdales make South Florida a market in motion.

Learn more about this exciting and dynamic market by writing for our market book, "Miami and South Florida . . . Market on the Move," to the Advertising Marketing Manager, The Miami Herald, Miami, Florida 33101.

THE MIAMI HERALD / EL MIAMI HERALD / THE MIAMI NEWS

A Knight-Ridder Newspaper / Serving Miami's Latin Community / A Cox Newspaper

Represented nationally by Knight-Ridder Newspaper Sales, Inc.



Daily stocks return today

Tampa Bay beats Cold, 26-21, 1D

Clearwater Sun

Snyder pleads no contest to 89 counts

Daylight savings extension urged

Governor told education stance 'too little too late'

Ban on women irks Sertomans

Clearwater and The Clearwater Sun . . . The No. 1 Buy in the Tampa, St. Petersburg, Clearwater SMSA.

No. 1 In Retail Sales Per Household*

Clearwater	$21,772
Tampa	$17,971
St. Petersburg	$10,642

No. 1 in Effective Buying Income Per Household*

Clearwater	$20,350
Tampa	$19,624
St. Petersburg	$18,731

Clearwater Sun

*S & MM 1982 Survey of Buying Power

Represented by Branham Newspaper Sales or Publishers Representatives of Florida.

FLA. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
TALLAHASSEE	**1,671,708**	**18,206**	**27.6**	**26.3**	**12.6**	**6.5**	**.0815**
Gadsden	216,445	13,663	30.5	22.6	6.6	2.2	.0112
Leon	1,455,263	19,378	26.8	27.2	13.9	7.4	.0703
• Tallahassee	917,699	16,654	27.9	23.5	11.7	6.6	.0480
SUBURBAN TOTAL	754,009	20,117	26.9	30.1	13.8	6.4	.0335
TAMPA - ST. PETERSBURG - CLEARWATER	**15,966,427**	**17,957**	**31.9**	**28.4**	**10.6**	**5.3**	**.7561**
Hernando	394,135	15,445	39.2	26.3	5.6	2.2	.0189
Hillsborough	6,062,902	19,643	27.6	30.4	12.8	5.9	.3063
• Tampa	2,299,390	16,544	29.0	26.6	9.7	4.8	.1373
Pasco	1,695,546	14,842	40.2	23.6	5.7	2.3	.0759
Pinellas	7,813,844	18,161	32.5	28.2	10.7	5.8	.3550
• Clearwater	1,028,180	19,637	31.5	29.2	12.1	7.8	.0594
Largo	609,216	18,581	35.8	30.6	10.6	4.2	.0257
• St. Petersburg	2,232,302	16,111	32.4	25.2	8.8	5.1	.1033
SUBURBAN TOTAL	10,406,555	18,546	32.6	29.4	11.1	5.2	.4561
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**7,384,226**	**22,182**	**26.1**	**30.5**	**14.4**	**10.4**	**.3267**
Palm Beach	7,384,226	22,182	26.1	30.5	14.4	10.4	.3267
• Boca Raton	838,671	29,256	20.1	29.6	19.2	20.3	.0365
• Delray Beach	482,351	21,814	27.6	30.3	13.3	10.9	.0229
• West Palm Beach	642,863	17,907	28.0	27.7	10.6	6.6	.0398
SUBURBAN TOTAL	5,420,341	22,109	26.5	30.8	14.5	9.8	.2275
OTHER COUNTIES							
Baker	98,715	17,897	32.3	33.4	7.6	2.4	.0052
Calhoun	51,996	12,305	30.6	21.5	5.1	1.4	.0028
Charlotte	605,768	16,560	36.6	26.6	8.4	3.9	.0278
Citrus	503,931	14,685	37.4	23.5	6.4	3.0	.0227
Collier	1,008,086	18,765	29.6	27.9	10.3	8.5	.0505
Columbia	266,562	16,703	29.4	29.4	8.9	2.6	.0137
De Soto	127,951	14,345	35.1	23.5	5.4	3.2	.0065

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Dixie	51,732	13,312	33.8	19.7	5.6	4.1	.0027
Flagler	114,703	18,500	31.6	30.6	10.0	4.7	.0047
Franklin	45,643	12,545	30.6	22.6	5.2	2.0	.0026
Gilchrist	38,947	13,733	31.8	25.8	5.2	1.8	.0017
Glades	42,146	14,144	35.2	25.2	5.3	2.0	.0016
Gulf	66,349	15,854	25.7	30.8	7.9	1.6	.0033
Hamilton	49,898	13,431	30.5	22.4	6.0	1.8	.0031
Hardee	101,065	11,816	33.3	19.6	3.3	2.2	.0056
Hendry	141,223	17,432	29.0	29.7	8.7	4.2	.0080
Highlands	391,596	14,569	35.2	22.7	6.5	3.7	.0194
Holmes	93,890	12,896	31.2	22.5	4.7	2.0	.0047
Indian River	659,685	19,197	30.3	29.5	10.8	7.6	.0299
Jackson	241,268	13,579	31.2	23.1	5.8	2.5	.0129
Jefferson	63,559	12,677	28.5	21.1	7.8	2.8	.0033
Lafayette	24,920	12,797	32.4	22.2	3.3	2.3	.0011
Lake	877,551	15,153	36.9	23.8	7.1	3.4	.0441
Levy	144,499	14,430	34.6	23.1	6.0	2.6	.0070
Liberty	27,290	14,208	32.4	23.9	6.8	2.7	.0012
Madison	76,362	13,034	32.1	19.2	6.6	1.8	.0043
Monroe	661,068	17,938	32.8	26.3	10.8	6.7	.0306
Okeechobee	144,652	14,214	35.2	23.4	5.8	2.7	.0077
Putnam	417,179	16,522	29.1	26.8	10.2	4.2	.0201
Sumter	165,350	13,542	33.9	22.4	5.9	1.6	.0083
Suwannee	160,261	15,239	31.4	25.1	8.4	3.2	.0080
Taylor	123,113	15,674	24.4	26.6	10.7	3.7	.0061
Union	56,032	16,894	28.7	32.8	6.4	1.6	.0025
Wakulla	78,759	15,696	32.1	27.7	7.7	2.1	.0033
Walton	159,404	14,487	30.1	24.3	7.8	3.0	.0072
Washington	100,248	14,232	30.4	24.9	5.9	2.9	.0046
TOTAL METRO COUNTIES	**88,770,512**	**19,397**	**28.9**	**29.4**	**12.3**	**6.8**	**4.2372**
TOTAL STATE	**96,751,913**	**19,007**	**29.5**	**28.9**	**11.9**	**6.5**	**4.6260**

GEORGIA

GA.
ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ALBANY	**116.5**	**.0498**	**27.1**	**13.8**	**18.0**	**16.6**	**19.2**	**39.0**	**505,485**	**95,748**	**37,802**	**72,301**	**28,587**	**99,797**	**18,500**
Dougherty	103.3	.0442	27.0	14.0	17.7	16.5	19.4	34.8	498,992	93,126	37,639	72,291	28,466	99,756	18,434
• Albany	84.7	.0363	27.2	13.8	17.8	15.2	20.9	29.0	462,318	87,932	34,478	56,168	25,463	99,064	17,128
Lee	13.2	.0056	27.7	12.1	19.4	17.8	17.9	4.2	6,493	2,622	163	10	121	41	66
SUBURBAN TOTAL	31.8	.0135	27.0	13.6	18.7	20.5	14.5	10.0	43,167	7,816	3,324	16,133	3,124	733	1,372
ATHENS	**125.6**	**.0581**	**27.2**	**21.5**	**17.9**	**15.8**	**20.4**	**48.5**	**590,273**	**116,875**	**57,422**	**66,724**	**25,164**	**129,349**	**21,572**
Clarke	76.3	.0327	25.0	29.5	18.4	13.4	18.0	27.9	477,118	86,478	44,966	60,451	21,777	111,058	18,108
• Athens	42.8	.0183	24.4	36.9	16.4	9.9	20.7	15.5	338,381	65,577	43,608	50,138	19,566	24,832	16,381
Jackson	26.5	.0113	31.3	11.4	15.8	18.5	25.6	9.2	87,756	19,510	10,782	5,018	3,209	15,656	2,588

Florida's rich niche.

Florida's wealthiest metro market is the four-county St. Petersburg-Tampa metro area.

With nearly $16-billion in effective buying income, St. Petersburg-Tampa is a market growing in every direction. Since 1977, St. Pete-Tampa's EBI has nearly doubled. And our population has grown by 19-percent to more than 1.7-million. Retail sales have grown by 59.1% to $8.7-billion.

Heart of this expanding market is Pinellas County (St. Petersburg) with 777,300 people and $7.8-billion in buying income. Hillsborough (Tampa) adds 687,500 people and $6.1-billion in buying income. Adjoining Pasco and Hernando counties account for an additional 278,100 people and another $2.1-billion in buying income.

While Hernando has been newly added to the official definition of the Metropolitan Statistical Area, these 5-year comparisons measure the four counties in 1977 and 1982. They dramatically document a market on the move.

And the media that cover this rich market best are the *St. Petersburg Times* and *Evening Independent* with a combined daily circulation of 288,234 and a Sunday circulation of 313,528. On Sundays, the Times reaches 78 percent of Pinellas adults and 77 percent of adults in populous west Pasco County.

No matter what you are selling, you can't afford to miss Florida's wealthiest market — St. Petersburg-Tampa. Call your *St. Petersburg Times-Evening Independent* sales representative today!

St. Petersburg Times
& Evening Independent

Represented nationally by
Story & Kelly-Smith, Inc.

GA. (cont.)

[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Madison	19.0	.0082	30.5	10.8	17.5	18.7	23.5	6.6	13,755	6,274	1,049	253	55	2,359	497
Oconee	13.8	.0059	29.5	11.8	20.0	19.6	19.5	4.8	11,644	4,613	625	1,002	123	276	379
SUBURBAN TOTAL	92.8	.0398	29.0	14.4	18.7	18.5	20.3	33.0	251,892	51,298	13,814	16,586	5,598	104,517	5,191
ATLANTA	**2,262.4**	**.9700**	**29.8**	**12.4**	**20.1**	**19.6**	**20.8**	**824.9**	**11,709,699**	**2,354,884**	**1,234,081**	**1,880,553**	**321,798**	**2,122,068**	**372,564**
Barrow	22.6	.0097	30.9	11.1	16.0	17.7	25.7	8.0	84,421	26,294	4,990	2,615	1,324	19,307	3,646
Butts	14.5	.0063	29.5	14.1	16.9	16.7	24.0	4.3	36,088	11,168	2,640	618	851	3,898	1,697
Cherokee	57.9	.0249	29.1	10.7	20.4	19.0	19.0	19.2	133,443	46,796	4,875	4,617	5,626	24,136	4,897
Clayton	162.8	.0698	27.9	13.0	20.8	20.4	14.7	56.7	983,277	195,605	80,105	202,016	18,012	150,693	30,753
Cobb	327.0	.1402	29.8	12.1	21.6	21.7	17.1	122.1	2,038,450	399,703	184,549	427,402	62,798	411,683	64,890
• Marietta	33.9	.0145	30.0	17.0	22.8	15.6	23.1	14.7	440,022	75,360	53,785	51,998	16,338	130,000	20,061
Coweta	41.0	.0176	31.0	10.5	16.1	18.5	25.1	14.3	152,685	40,872	12,609	18,318	7,335	21,444	6,277
De Kalb	497.1	.2131	30.0	13.5	20.4	19.8	20.0	185.3	3,009,116	566,081	311,492	656,899	84,378	494,762	90,210
Douglas	62.5	.0268	28.5	10.3	19.9	20.2	16.9	19.9	199,163	70,942	13,862	10,620	3,225	33,511	11,301
Fayette	35.0	.0150	30.7	8.0	18.3	24.7	17.5	11.6	61,374	25,669	4,407	2,089	2,286	6,792	2,415
Forsyth	31.1	.0133	30.[illegible]	11.1	17.8	19.7	21.5	10.8	76,460	22,443	6,452	1,718	1,755	14,120	2,799
Fulton	582.4	.2497	3[illegible].5	13.6	19.7	17.5	23.7	228.5	3,324,344	540,562	499,619	449,517	99,927	607,441	94,773
• Atlanta	415.0	.1779	33.1	14.8	19.3	16.1	24.4	163.1	2,375,349	335,938	337,311	401,142	65,363	441,979	58,997
Gwinnett	197.5	.0846	29.0	10.3	22.7	21.7	14.7	67.3	892,651	205,018	50,791	49,792	15,664	177,383	26,656
Henry	40.0	.0171	30.5	10.8	17.5	19.3	22.8	13.3	89,217	22,677	11,308	2,667	988	18,639	1,401
Newton	36.8	.0158	29.7	11.9	15.5	18.2	23.6	12.1	117,755	34,515	10,342	14,890	2,505	17,312	6,646
Paulding	28.5	.0122	29.4	11.1	18.0	18.9	21.0	9.9	52,420	22,079	2,430	2,150	554	10,045	3,724
Rockdale	42.1	.0181	29.9	9.9	17.5	21.9	19.3	13.5	158,444	39,158	14,691	6,669	2,786	48,275	5,317
Spalding	50.2	.0215	30.7	10.9	16.0	18.1	25.1	17.2	213,993	55,908	16,026	23,475	9,283	43,807	11,478
Walton	33.4	.0143	30.2	10.7	15.4	18.4	24.2	10.9	86,398	29,394	2,893	4,481	2,501	18,820	3,684
SUBURBAN TOTAL	1,813.5	.7776	29.8	11.8	20.2	20.5	18.9	647.1	8,694,328	1,943,586	842,985	1,427,413	240,097	1,550,089	293,506
AUGUSTA	**361.6**	**.1551**	**28.9**	**14.5**	**17.7**	**17.3**	**21.9**	**124.5**	**1,538,817**	**342,078**	**138,615**	**213,739**	**59,956**	**292,164**	**49,681**
Columbia	45.7	.0196	28.2	11.5	20.0	20.5	16.0	15.4	111,359	31,670	6,202	10,242	3,172	8,803	3,225
McDuffie	19.3	.0083	30.0	11.5	16.0	17.6	24.5	6.8	84,579	31,148	4,831	5,692	3,191	9,775	4,299
Richmond	187.6	.0804	28.1	17.2	18.1	16.1	21.3	63.3	962,924	174,716	102,789	156,772	43,201	209,151	25,282
• Augusta	45.9	.0197	34.0	13.5	14.8	12.9	35.7	19.1	362,174	35,027	32,169	61,107	26,681	77,994	11,150
Aiken, S. C.	*109.0*	*.0468*	*30.7*	*11.7*	*16.2*	*18.0*	*25.0*	*39.0*	*379,955*	*104,544*	*24,793*	*41,033*	*10,392*	*64,435*	*16,875*
SUBURBAN TOTAL	315.7	.1354	28.3	14.6	18.1	18.0	19.9	105.4	1,176,643	307,051	106,446	152,632	33,275	214,170	38,531
COLUMBUS	**238.5**	**.1022**	**27.9**	**16.8**	**17.5**	**15.9**	**21.7**	**80.2**	**1,005,965**	**198,478**	**90,116**	**158,794**	**38,782**	**215,632**	**34,596**
Chattahoochee	22.3	.0095	22.3	39.9	23.1	9.5	2.2	3.3	7,603	458	2,128	457		76	
Muscogee	168.7	.0723	29.0	15.0	17.2	16.5	23.2	60.1	874,054	159,598	76,623	141,552	36,947	202,671	28,840
• Columbus	168.0	.0720	29.0	15.1	17.3	16.5	23.0	59.8	868,860	159,598	76,040	139,973	36,464	202,671	27,990
Russell, Ala.	*47.5*	*.0204*	*30.4*	*12.2*	*15.5*	*17.0*	*25.9*	*16.8*	*124,308*	*38,422*	*11,365*	*16,785*	*1,835*	*12,885*	*5,756*
SUBURBAN TOTAL	70.5	.0302	25.6	20.9	17.8	14.6	18.6	20.4	137,105	38,880	14,076	18,821	2,318	12,961	6,606
MACON - WARNER ROBINS	**270.2**	**.1159**	**29.6**	**13.1**	**17.0**	**18.0**	**22.9**	**94.8**	**1,274,310**	**279,269**	**111,985**	**171,717**	**41,139**	**242,374**	**36,539**
Bibb	151.0	.0647	30.6	12.7	16.9	16.6	25.9	54.3	851,469	170,166	73,232	132,089	29,840	155,944	25,768
• Macon	115.6	.0496	30.7	13.3	16.4	15.4	27.5	42.8	812,449	158,137	70,972	127,133	27,578	154,114	25,325
Houston	81.3	.0349	28.2	13.7	17.4	20.3	17.8	27.6	336,895	80,807	34,513	38,352	9,178	74,324	6,413
• Warner Robins	41.8	.0179	28.4	13.8	17.4	20.3	18.2	14.9	258,071	62,826	24,713	31,388	7,626	65,702	4,309
Jones	18.0	.0077	29.8	11.1	17.7	19.0	21.8	6.0	19,777	8,223	967		168	1,876	2,364
Peach	19.9	.0086	27.9	15.2	15.7	17.3	21.5	6.9	66,169	20,073	3,273	1,276	1,953	10,230	1,994
SUBURBAN TOTAL	112.8	.0484	29.0	12.6	17.4	19.7	19.9	37.1	203,790	58,306	16,300	8,996	5,935	22,558	6,905
SAVANNAH	**225.0**	**.0964**	**29.8**	**13.2**	**17.1**	**16.3**	**24.8**	**81.1**	**1,138,332**	**242,393**	**116,494**	**130,725**	**64,649**	**191,691**	**33,647**
Chatham	205.3	.0880	29.9	13.4	17.3	16.1	25.0	74.5	1,102,768	231,008	115,318	130,264	61,965	178,199	32,301
• Savannah	144.5	.0619	29.9	13.7	16.6	15.2	26.3	53.3	606,238	137,740	72,226	44,868	24,869	63,248	19,266
Effingham	19.7	.0084	29.0	11.0	16.4	18.8	21.3	6.6	35,564	11,385	1,176	461	2,684	13,492	1,346
SUBURBAN TOTAL	80.5	.0345	29.6	12.2	18.1	18.3	22.0	27.8	532,094	104,653	44,268	85,857	39,780	128,443	14,381
OTHER COUNTIES															
Appling	16.3	.0070	28.7	11.3	15.6	16.8	23.5	5.4	41,970	13,583	3,085	3,696	1,066	8,758	1,124
Atkinson	6.2	.0027	29.2	11.1	14.5	17.0	24.6	2.0	17,971	7,408	1,067	251	116	1,195	323
Bacon	9.6	.0041	29.7	10.4	15.2	16.5	25.5	3.3	31,063	7,361	1,945	950	1,151	10,125	2,553
Baker	3.8	.0016	29.2	11.9	14.0	15.1	26.8	1.2	6,131	2,717	37	221			291
Baldwin	35.1	.0151	29.5	16.1	16.3	16.6	24.5	10.7	127,501	41,635	9,595	17,342	3,069	19,785	3,147
Banks	9.2	.0039	31.6	11.1	16.4	18.3	26.0	3.3	1,702	640	187	158	75	17	
Bartow	42.8	.0184	30.5	10.8	16.3	18.7	24.1	14.8	166,550	37,797	11,130	7,105	7,494	31,752	4,944
Ben Hill	16.9	.0072	31.6	10.4	15.6	15.5	29.2	6.1	57,200	22,193	3,166	3,548	2,700	9,984	2,674
Berrien	14.0	.0060	31.2	11.2	15.3	17.8	26.4	4.9	49,259	16,839	1,255	1,485	1,049	14,816	2,632
Bleckley	10.7	.0046	30.2	16.0	13.5	17.5	26.1	3.7	33,819	12,339	1,956	1,559	336	7,063	1,333
Brantley	9.5	.0041	28.7	10.7	16.8	18.1	21.3	3.3	8,760	3,578	85	214	960	352	
Brooks	15.6	.0067	30.5	10.5	13.2	14.7	29.4	5.2	26,272	8,554	891	1,865	1,656	5,672	1,333
Bryan	11.4	.0049	27.9	11.3	17.6	17.4	20.2	3.6	23,050	7,748	942	23	67	4,804	274
Bulloch	36.5	.0156	26.2	21.9	15.2	15.1	21.6	11.8	142,945	38,352	10,177	12,148	5,852	34,062	5,630
Burke	19.7	.0084	28.1	11.8	14.7	14.3	25.5	6.4	57,413	22,054	2,010	2,644	5,962	8,167	2,730
Calhoun	5.5	.0023	30.4	11.6	12.9	14.1	30.0	1.6	14,036	6,461	204	1,019	176	3,418	176
Camden	14.2	.0061	28.0	13.5	15.8	17.9	21.1	4.7	35,117	11,803	1,744	3,482	549	4,365	1,173
Candler	7.7	.0033	33.3	9.7	14.6	15.2	32.3	2.7	25,016	7,677	1,530	1,094		6,675	1,181
Carroll	58.9	.0253	29.3	14.5	16.3	17.5	23.2	20.2	245,684	86,465	19,381	15,394	6,875	41,434	10,103
☐ Catoosa	39.1	.0167	30.6	10.9	17.6	20.5	21.7	13.6	146,050	43,714	9,019	29,165	2,232	13,272	6,979
Charlton	7.8	.0034	27.8	11.6	13.9	17.5	22.5	2.5	16,588	3,978	1,166	932	40	5,615	569
Chattooga	22.0	.0094	32.9	10.3	14.9	17.6	29.3	7.8	60,637	22,050	2,278	4,382	2,276	10,997	1,734
Clay	3.5	.0015	32.6	10.1	13.4	13.4	33.4	1.2	3,186	1,487	394	189		65	340
Clinch	6.7	.0028	28.4	11.4	15.4	16.6	23.3	2.2	11,956	3,001	248	1,054	350	1,278	503
Coffee	28.1	.0120	28.7	12.8	15.9	16.1	24.0	9.[illegible]	100,439	33,600	7,499	7,719	3,407	16,613	2,785
Colquitt	36.0	.0155	31.1	10.5	15.0	16.5	27.6	1[illegible].3	130,023	42,057	6,298	6,214	4,337	15,458	5,657
Cook	13.7	.0058	30.4	10.2	14.9	16.4	26.7	4.7	28,636	8,808	2,061	1,282	740	2,768	2,004
Crawford	8.3	.0036	29.1	11.7	15.6	18.6	22.2	2.4	6,052	2,137	225	164		385	136

Home Run.

Only Atlanta's big hitter touches all the suburban bases.

If you're trying to get to first base with the affluent suburban market, don't play around. Put together Atlanta's most powerful line-up, with The Atlanta Journal and The Atlanta Constitution.

Unlike most suburban papers that offer non-paid circulation on a once-a-week basis, we reach the affluent suburban market every day. We bring your message home to customers who want to read the paper, because they're paying for it. And we back it up with more than 100 years of credibility as a major source of advertising, news and entertainment in the market. So next time you're buying suburbia, buy The Atlanta Journal and The Atlanta Constitution.

We're in a league all our own.

	Combined Daily Readership		Sunday Readership	
Suburban Adults	1 Issue	5 Issues	1 Issue	4 Issues
$35,000 + Income	64%	84%	82%	93%
College Graduate +	66%	84%	86%	96%
Professional/Managerial	58%	78%	78%	90%

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South

Source: Scarborough Atlanta Market Study 1981-1982. Five County Suburban Readership (excluding Atlanta City limits in Fulton County).

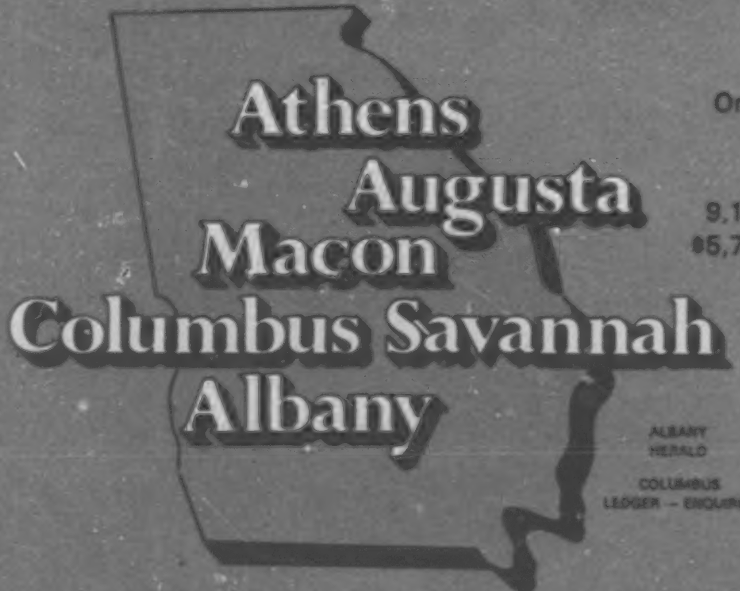
GA. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Crisp	19.8	.0084	29.8	11.3	15.2	14.9	27.2	7.0	121,134	35,131	8,888	9,001	1,402	16,223	1,215
☐ Dade	12.8	.0055	29.3	13.3	16.8	18.6	21.8	4.2	41,484	15,307	1,772	870	1,577	3,813	845
Dawson	5.2	.0023	31.3	10.4	17.6	18.0	25.4	1.8	9,242	4,435	272	253	43	417	170
Decatur	26.2	.0112	29.3	11.7	14.8	15.1	26.5	8.8	73,323	23,997	5,173	7,610	1,393	11,516	2,333
Dodge	17.2	.0073	31.7	9.9	14.8	16.4	28.8	6.1	90,380	28,927	9,013	5,375	2,741	9,548	3,479
Dooly	10.8	.0047	29.9	10.5	13.9	14.7	28.2	3.7	27,914	5,119	788	277	1,456	4,844	1,492
Early	13.2	.0057	29.8	10.3	13.4	15.8	27.3	4.6	37,646	15,139	1,079	1,994	741	8,368	1,949
Echols	2.3	.0010	28.6	11.6	15.6	18.0	22.0	.8	242	164					
Elbert	19.1	.0082	32.2	11.0	15.0	16.9	28.9	7.0	74,371	23,361	3,251	4,919	2,135	23,707	3,160
Emanuel	21.3	.0091	30.5	10.8	14.8	16.0	27.4	7.2	71,438	20,501	1,915	6,075	3,192	17,327	1,772
Evans	8.7	.0038	29.9	11.8	14.2	15.9	26.9	3.1	32,121	8,254	1,399	139	497	5,851	1,352
Fannin	15.1	.0064	36.1	8.7	14.8	17.9	33.5	5.7	47,340	16,368	2,064	4,755	1,411	4,927	2,393
Floyd	80.9	.0347	32.3	12.1	15.7	18.2	27.5	29.6	364,798	98,676	33,591	38,166	17,531	77,485	12,201
Franklin	15.8	.0068	33.3	11.4	14.5	18.1	29.4	5.7	75,387	22,257	3,785	1,431	1,853	11,593	2,540
Gilmer	11.8	.0050	33.2	10.6	15.3	18.9	28.4	4.2	43,450	11,747	1,497	3,685	1,124	12,640	1,112
Glascock	2.4	.0010	35.7	10.9	12.8	16.6	34.3	.8	1,359	593	54				21
Glynn	55.8	.0240	31.3	11.6	16.5	17.8	26.1	20.9	358,021	80,217	44,540	19,956	16,180	91,086	15,477
Gordon	31.8	.0136	30.7	10.8	16.2	19.1	23.9	11.0	109,519	34,015	12,585	5,147	5,981	15,328	5,317
Grady	20.2	.0087	30.7	10.7	14.6	16.0	27.7	6.8	58,194	22,234	2,865	1,654	1,335	12,505	2,061
Greene	11.7	.0050	30.8	11.0	13.8	15.1	29.1	3.8	33,204	12,553	1,000	800	541	5,116	2,408
Habersham	25.9	.0111	30.5	15.9	15.2	17.5	25.6	9.1	104,773	26,633	7,200	5,438	2,812	16,832	4,483
Hall	80.2	.0344	31.1	11.7	16.9	19.2	24.2	28.4	358,987	78,014	27,564	49,110	10,172	55,449	19,402
Hancock	9.5	.0041	28.4	11.3	14.4	14.2	26.3	2.8	13,170	5,833	418	108	531	1,803	439
Haralson	19.0	.0081	32.7	10.1	14.9	18.8	27.8	6.8	56,681	16,475	3,185	1,648	1,263	10,514	4,213
Harris	16.5	.0071	33.2	10.1	15.2	17.5	29.7	5.8	23,588	6,980	7,650	1,039	126	2,961	741
Hart	19.1	.0082	32.1	10.4	15.0	16.9	28.7	6.6	38,179	15,181	2,680	3,387	2,189	3,220	2,515
Heard	6.8	.0029	31.8	10.8	14.3	17.3	28.1	2.2	4,206	1,594	365	263	51	305	265
Irwin	9.3	.0040	32.2	9.6	13.5	16.4	29.9	3.3	16,200	4,145	568	606	790	3,557	731
Jasper	8.0	.0035	31.3	10.6	16.1	16.4	27.6	2.8	12,082	3,760	579	502	60	3,980	546
Jeff Davis	11.9	.0051	29.4	11.3	16.3	17.1	23.9	4.2	36,887	11,405	1,325	2,871	943	6,909	1,476
Jefferson	18.7	.0080	29.8	10.9	14.9	14.1	28.2	6.4	43,475	16,834	1,880	3,127	1,897	7,349	1,910
Jenkins	8.9	.0038	30.0	12.1	14.8	15.3	27.4	2.9	17,236	5,541	516	140	465	2,960	670
Johnson	8.8	.0038	31.6	10.9	14.0	15.5	29.8	3.1	14,642	5,472	209	538	600	3,252	111
Lamar	12.5	.0053	31.3	11.3	15.4	16.7	27.6	4.3	31,927	7,023	2,584	2,612	900	10,342	1,768
Lanier	5.8	.0025	28.9	11.7	14.2	16.6	24.7	2.0	7,132	1,499	128	87	373	2,446	125
Laurens	38.1	.0164	31.4	10.7	15.2	16.9	27.6	13.2	152,553	42,890	6,085	15,244	4,567	35,314	6,479

The Georgia Group



One convenient, group buy gives you:

1,321,900 population
465,500 households
9,153,978,000 effective buying income
$5,754,210,000 retail sales

ALBANY HERALD
ATHENS NEWS BANNER HERALD
AUGUSTA CHRONICLE — HERALD
COLUMBUS LEDGER — ENQUIRER
MACON TELEGRAPH — NEWS
SAVANNAH NEWS — PRESS

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Liberty	45.0	.0193	22.8	30.4	19.1	12.0	9.5	12.0	91,074	21,970	15,040	7,608	1,752	12,991	4,304
Lincoln	6.9	.0030	31.5	11.1	14.7	16.6	28.2	2.1	7,187	2,259	433	280	55	319	893
Long	4.8	.0020	26.2	15.9	16.4	14.7	20.9	1.7	5,600	1,601	311	188		730	104
Lowndes	71.1	.0305	27.4	16.2	17.0	16.4	20.6	24.4	369,603	69,330	31,861	30,167	9,770	75,739	28,078
Lumpkin	11.2	.0048	28.3	19.2	15.1	17.4	22.5	3.7	23,533	8,096	4,205	231		2,445	1,491
McIntosh	8.2	.0035	28.9	11.9	15.1	16.4	24.5	2.9	31,909	7,473	4,392	549		9,215	137
Macon	14.3	.0061	29.0	11.9	15.0	14.6	26.5	4.8	34,926	13,008	1,258	845	1,404	6,194	1,121
Marion	5.3	.0022	30.0	10.9	14.0	16.9	26.1	1.7	11,888	2,843	201	139		4,263	877
Meriwether	21.7	.0093	30.2	11.1	15.1	15.9	26.8	7.1	92,621	19,081	4,851	1,916	2,310	43,898	1,852
Miller	7.2	.0031	31.4	10.7	13.7	16.2	28.8	2.6	17,910	7,485	168	507	570	4,173	531
Mitchell	21.6	.0093	28.2	11.3	14.6	15.4	24.7	6.8	52,514	17,709	1,379	4,269	1,727	9,925	2,024
Monroe	15.6	.0067	31.2	12.3	15.9	17.7	26.2	5.1	52,735	9,577	3,626	365	340	14,514	2,350
Montgomery	7.1	.0030	28.4	16.9	14.8	15.4	24.8	2.3	25,648	5,414	3,238	3,761	1,561	8,445	349
Morgan	12.1	.0052	29.9	11.1	15.2	16.6	25.6	3.8	37,379	10,385	883	1,798	1,202	7,265	1,633
Murray	21.7	.0093	28.6	11.9	17.6	19.6	19.2	7.4	58,611	27,975	2,875	1,820	5,060	7,989	1,762
Oglethorpe	9.2	.0039	31.1	10.6	15.1	18.5	25.6	3.1	12,601	3,995	223	99	54	4,760	525
Pickens	12.2	.0052	32.8	10.8	15.6	18.7	27.9	4.5	47,534	11,318	2,093	1,624	539	20,555	1,956
Pierce	12.6	.0054	30.0	10.5	16.0	17.4	24.6	4.2	27,900	6,414	1,794	613	65	8,161	1,559
Pike	9.4	.0040	31.9	10.0	15.0	18.8	26.5	3.0	6,523	2,609	548	528	109	123	128
Polk	33.0	.0142	32.8	11.1	14.2	17.7	29.1	11.8	109,423	40,329	5,891	4,111	4,071	20,422	9,442
Pulaski	9.1	.0039	32.1	10.7	13.8	17.2	28.8	3.2	30,342	11,379	1,363	853	839	7,117	1,588
Putnam	10.9	.0047	31.3	11.2	15.8	16.7	27.5	3.7	30,106	12,003	2,079	1,147	461	6,770	1,030
Quitman	2.4	.0010	32.0	10.6	12.9	13.3	32.8	.8	1,250	1,041	38	20			
Rabun	10.8	.0046	35.1	9.9	15.2	17.9	32.2	4.1	34,585	13,038	1,806	2,345	1,454	4,887	1,456
Randolph	9.8	.0042	31.0	12.6	12.9	13.4	31.4	3.3	17,930	6,239	1,037	979	714	3,259	1,197
Schley	3.6	.0015	29.5	9.8	14.8	16.6	25.3	1.1	8,900	2,097	84	991	413	2,871	
Screven	14.5	.0062	30.7	11.6	15.5	14.9	28.4	5.1	42,056	13,111	938	1,648	651	7,127	2,499
Seminole	9.5	.0041	31.3	11.0	13.7	15.7	29.3	3.2	34,666	13,956	1,364	1,029	728	6,232	1,610
Stephens	22.0	.0094	32.3	11.8	15.6	16.9	28.9	8.0	119,710	28,042	8,145	11,285	4,065	43,417	5,697
Stewart	5.8	.0025	30.8	11.0	12.9	14.5	30.1	1.9	14,471	4,948	581	477	96	3,674	749
Sumter	29.7	.0128	28.7	14.3	15.7	14.6	25.5	9.8	124,852	25,304	7,454	3,621	3,238	16,684	5,928
Talbot	6.4	.0027	30.5	11.5	15.5	16.0	27.1	2.1	8,637	2,437	68	1,317	95	213	118
Taliaferro	2.0	.0009	36.7	8.8	12.7	13.4	38.1	.8	1,288	512	330	174	33		30
Tattnall	18.7	.0080	31.3	11.4	18.9	17.2	25.8	5.8	50,607	18,766	1,115	2,334	4,306	9,564	2,861
Taylor	7.8	.0033	31.4	11.6	13.7	17.1	28.0	2.7	21,699	6,488	401	526	510	7,008	1,229
Telfair	11.4	.0049	32.2	10.6	14.0	15.2	30.9	4.1	33,852	10,125	1,368	1,965	1,355	7,077	2,832
Terrell	12.2	.0052	29.3	11.5	14.5	14.6	27.1	4.0	29,631	8,864	1,478	1,671	1,169	5,972	1,176
Thomas	38.8	.0167	30.7	11.4	14.9	16.6	26.9	13.3	169,224	54,970	9,203	18,779	4,821	24,674	4,890
Tift	34.2	.0146	28.2	14.7	16.0	16.3	22.9	11.5	158,994	28,186	14,472	16,853	4,265	31,014	5,474
Toombs	23.4	.0101	30.2	11.1	14.8	17.5	25.4	8.3	92,855	27,182	5,371	4,895	2,117	12,657	2,844
Towns	5.9	.0025	36.5	15.1	12.3	15.7	35.9	2.3	13,262	3,719	1,886	147	72	2,319	349
Treutlen	6.1	.0026	30.8	10.4	14.6	15.3	28.6	2.1	10,286	2,766	979	593	222	1,643	1,153
Troup	51.3	.0220	31.3	11.8	16.2	15.5	28.5	18.4	235,347	49,104	15,467	16,190	16,009	36,905	10,988
Turner	9.7	.0041	29.4	10.8	14.4	15.7	26.3	3.1	24,142	7,709	797	1,401	512	6,779	1,031
Twiggs	9.6	.0042	28.3	12.9	13.9	16.1	24.6	3.1	11,538	7,224	262	348	273	160	355
Union	10.2	.0043	34.1	10.2	14.6	17.4	31.4	3.7	21,134	6,271	1,312	525	691	2,791	523
Upson	26.4	.0114	33.8	10.5	14.5	17.0	31.2	9.5	88,328	23,701	5,785	7,146	3,026	17,702	4,216
☐ Walker	57.2	.0245	32.0	10.9	15.8	18.7	26.5	20.3	140,038	58,924	7,135	2,916	2,518	21,924	3,234
Ware	37.8	.0162	30.9	11.0	15.6	16.4	27.2	13.2	200,633	39,212	12,361	38,525	7,403	40,562	4,883
Warren	6.5	.0028	31.4	10.2	14.5	14.7	30.1	2.1	9,588	2,949	311	142	402	1,962	121
Washington	19.3	.0082	29.8	11.7	15.3	15.3	26.9	6.4	58,755	12,826	2,218	1,854	1,317	16,209	2,565
Wayne	21.5	.0093	30.2	11.3	16.1	17.2	25.1	7.1	86,922	16,222	6,246	3,604	3,912	22,110	8,619
Webster	2.3	.0009	30.2	11.1	14.8	15.0	27.9	.8	6,121	1,188		3,605		483	
Wheeler	5.3	.0023	31.5	9.1	14.4	14.9	30.1	1.8	4,658	1,670	200		93	422	103
White	10.7	.0046	32.9	12.1	15.1	18.8	28.1	3.8	36,726	5,367	4,611	831	330	10,603	1,318
Whitfield	68.2	.0292	29.8	12.0	17.4	19.5	21.5	23.9	326,007	95,567	26,541	19,839	40,739	47,577	10,342
Wilcox	7.8	.0034	32.9	10.1	14.1	15.3	31.8	2.6	12,441	3,211	811	761	206	1,913	589
Wilkes	11.1	.0047	33.2	10.5	14.5	16.6	30.8	3.9	37,006	11,633	1,652	1,297	855	10,326	1,547
Wilkinson	10.8	.0047	28.9	12.6	14.8	16.5	24.4	3.4	24,148	6,665	1,340	315	478	6,547	555
Worth	18.9	.0081	29.6	11.3	15.7	16.8	24.7	6.1	34,784	10,967	1,443	2,642	217	11,280	1,887
TOTAL METRO COUNTIES	3,562.4	1.5270	29.4	13.4	19.2	18.6	20.7	1,275.3	17,386,390	3,604,604	[illegible]	2,469,686	574,175	3,254,764	585,526
TOTAL STATE	5,698.0	2.4403	29.7	13.0	17.7	17.9	22.7	2,004.8	24,802,847	5,676,023	2,294,184	3,197,829	858,722	4,719,119	872,966

GA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY	864,936	19,483	25.5	32.8	12.7	3.7	.0437
Dougherty	759,968	19,200	26.2	32.2	12.1	3.6	.0400
• Albany	595,109	17,792	26.1	29.8	11.5	3.5	.0336
Lee	104,968	23,929	20.7	[illegible]	17.3	4.5	.0037
SUBURBAN TOTAL	269,827	24,378	23.7	41.6	16.2	4.2	.0101
ATHENS	985,391	16,387	31.3	26.7	9.1	4.8	.0494
Clarke	593,462	16,235	29.6	24.2	10.9	5.0	.0333
• Athens	403,398	13,263	30.9	19.5	7.8	4.4	.0199

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jackson	168,992	16,380	33.6	30.3	6.1	2.0	.0085
Madison	110,080	14,779	39.2	25.8	3.8	1.4	.0045
Oconee	110,757	21,162	26.1	35.3	11.8	5.6	.0041
SUBURBAN TOTAL	679,893	17,838	31.4	30.1	9.7	3.9	.0305
ATLANTA	21,313,662	22,958	24.3	32.7	16.4	8.8	.9986
Barrow	152,481	16,965	30.8	30.7	7.2	2.8	.0078
Butts	94,919	17,113	30.6	29.5	10.4	2.1	.0044
Cherokee	438,826	21,461	26.6	38.6	12.6	3.3	.0188

GA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clayton	1,433,747	24,013	25.0	41.0	16.8	4.2	.0737
Cobb	3,627,132	27,687	20.7	35.3	22.1	10.8	.1671
● Marietta	356,312	20,003	29.5	30.3	12.7	7.0	.0231
Coweta	316,934	19,264	25.7	31.8	10.9	5.4	.0150
De Kalb	5,095,072	24,533	24.2	33.0	18.0	10.0	.2421
Douglas	504,651	24,805	21.9	42.0	17.9	4.1	.0224
Fayette	366,395	30,667	15.2	35.6	27.5	10.8	.0132
Forsyth	252,897	20,901	27.7	33.6	13.5	5.5	.0105
Fulton	5,349,198	18,036	26.3	25.1	11.8	8.5	.2638
● Atlanta	3,295,208	14,780	28.2	22.5	8.2	6.1	.1763
Gwinnett	1,974,604	28,297	19.0	38.9	24.1	8.1	.0812
Henry	320,407	22,553	24.8	37.9	14.7	4.4	.0132
Newton	258,949	19,291	30.3	33.8	10.9	3.2	.0123
Paulding	209,195	19,942	25.7	36.1	10.7	3.0	.0086
Rockdale	364,887	26,096	21.2	38.6	19.8	6.7	.0164
Spalding	343,592	16,995	31.7	29.0	9.2	2.9	.0181
Walton	209,776	16,724	31.4	30.4	7.1	2.8	.0100
SUBURBAN TOTAL	17,662,142	24,983	23.1	35.3	18.6	8.5	.7992
AUGUSTA	**2,854,349**	**19,518**	**27.6**	**31.2**	**12.5**	**5.8**	**.1389**
Columbia	400,574	24,052	23.7	35.7	17.3	7.0	.0162
McDuffie	120,019	15,231	31.5	27.3	6.3	2.5	.0069
Richmond	1,452,214	18,397	28.4	29.3	11.3	5.2	.0758
● Augusta	315,515	11,885	28.6	18.6	6.0	3.5	.0211
Aiken, S. C.	*881,542*	*20,437*	*26.9*	*33.1*	*13.6*	*4.4*	*.0400*
SUBURBAN TOTAL	2,538,834	20,902	27.3	33.5	13.7	5.3	.1178
COLUMBUS	**1,696,696**	**16,586**	**31.0**	**28.2**	**8.3**	**3.4**	**.0867**
Chattahoochee	178,384	20,568	37.4	38.5	10.5	3.2	.0062
Muscogee	1,239,635	16,942	31.0	28.3	8.9	3.9	.0668
● Columbus	1,234,748	16,959	30.9	28.4	8.9	3.9	.0665
Russell, Ala.	*277,677*	*14,031*	*29.9*	*25.5*	*6.1*	*1.7*	*.0137*
SUBURBAN TOTAL	460,948	15,389	31.3	27.5	6.8	1.9	.0202
MACON - WARNER ROBINS	**2,226,737**	**20,746**	**25.2**	**31.2**	**15.0**	**5.5**	**.1091**
Bibb	1,187,258	18,896	25.7	29.8	13.0	4.6	.0634
● Macon	879,854	17,201	27.0	28.0	10.9	4.2	.0523
Houston	745,302	25,283	23.7	34.6	19.8	7.4	.0333
● Warner Robins	395,385	25,490	23.6	36.3	19.2	6.9	.0197
Jones	143,717	21,420	26.0	35.2	13.6	5.1	.0054
Peach	150,460	17,865	26.0	27.0	12.9	5.0	.0070
SUBURBAN TOTAL	951,498	23,218	23.8	33.1	18.1	6.4	.0371
SAVANNAH	**1,794,339**	**18,697**	**27.1**	**29.5**	**12.2**	**5.1**	**.0918**
Chatham	1,648,313	18,506	27.2	28.9	12.2	5.3	.0857
● Savannah	1,084,277	16,530	28.1	26.5	10.4	4.3	.0539
Effingham	146,026	20,940	24.5	36.6	12.3	3.4	.0061
SUBURBAN TOTAL	710,062	23,345	24.7	35.3	15.7	6.8	.0379
OTHER COUNTIES							
Appling	81,866	12,453	34.3	20.0	3.9	1.6	.0044
Atkinson	27,064	10,988	32.5	16.4	3.5	1.7	.0017
Bacon	60,468	15,187	28.3	25.5	8.8	3.1	.0031
Baker	17,599	12,417	31.9	21.9	3.3	1.3	.0008
Baldwin	263,338	19,698	29.6	30.6	12.7	6.0	.0126
Banks	56,005	14,976	38.6	25.7	4.0	1.6	.0022
Bartow	284,628	17,388	33.4	31.8	7.7	1.6	.0146
Ben Hill	98,529	12,986	30.7	23.4	5.1	1.8	.0054
Berrien	80,454	14,328	35.3	23.6	5.5	1.6	.0044
Bleckley	70,973	15,889	30.0	28.8	7.7	2.2	.0035
Brantley	59,047	16,246	34.1	29.4	6.6	1.2	.0025
Brooks	76,647	11,457	29.5	20.9	3.1	2.2	.0038
Bryan	60,907	15,703	34.7	29.6	4.1	1.6	.0030
Bulloch	236,626	16,184	31.4	26.8	8.5	3.5	.0124
Burke	116,505	14,590	29.3	24.9	7.5	3.1	.0060
Calhoun	24,234	12,538	30.7	19.8	5.6	1.9	.0014
Camden	89,207	16,273	28.9	28.7	9.5	2.1	.0042
Candler	43,295	12,346	32.9	19.7	4.7	2.9	.0024
Carroll	395,439	17,358	30.8	30.6	8.9	2.5	.0208
☐ Catoosa	264,312	18,445	30.2	35.2	8.6	1.2	.0135
Charlton	46,807	16,461	32.9	28.6	8.0	2.1	.0022
Chattooga	130,922	15,209	35.3	27.5	5.2	1.0	.0064
Clay	19,328	11,227	27.8	17.7	5.8	3.4	.0008
Clinch	38,299	14,269	32.2	27.0	5.2	1.8	.0019
Coffee	164,407	14,334	32.0	24.4	5.4	3.4	.0089
Colquitt	233,362	15,034	32.5	26.3	6.9	2.5	.0120
Cook	79,263	14,281	38.2	21.6	5.1	2.8	.0038
Crawford	52,337	19,516	25.4	34.6	9.9	4.3	.0021
Crisp	121,652	14,231	29.6	25.4	5.6	2.7	.0078
☐ Dade	72,752	15,669	32.4	28.7	5.5	1.2	.0039
Dawson	32,612	16,164	30.9	29.7	6.8	1.7	.0014
Decatur	152,813	14,618	34.3	24.1	5.2	2.8	.0077
Dodge	98,698	13,366	29.5	22.4	5.9	2.2	.0062
Dooly	50,769	11,407	34.0	17.1	2.3	2.0	.0029
Early	70,153	11,403	27.8	19.9	5.3	2.3	.0038
Echols	13,974	15,786	31.3	27.0	7.4	1.9	.0005
Elbert	121,740	15,221	32.4	28.6	5.4	1.6	.0064
Emanuel	110,932	12,177	33.3	19.6	3.6	2.4	.0063
Evans	50,057	13,480	34.5	22.2	4.6	2.3	.0029
Fannin	85,237	12,433	33.8	21.5	3.8	1.2	.0044
Floyd	620,357	18,352	30.3	31.4	10.5	3.3	.0312
Franklin	93,362	14,293	33.2	25.6	4.5	1.4	.0056
Gilmer	65,514	13,199	34.8	23.2	3.1	1.6	.0037
Glascock	13,130	13,000	31.3	20.5	6.0	3.0	.0005
Glynn	465,962	19,011	27.7	30.9	11.3	5.2	.0254
Gordon	202,961	16,547	36.0	29.3	6.5	2.1	.0104
Grady	108,654	13,349	32.4	23.9	4.7	1.8	.0057
Greene	58,251	13,224	34.6	22.5	4.1	.9	.0033
Habersham	171,600	16,063	34.0	28.8	5.9	2.5	.0092
Hall	640,452	19,903	28.7	33.4	11.5	4.8	.0313
Hancock	40,033	11,492	33.9	17.9	2.5	2.0	.0021
Haralson	121,003	15,724	33.9	28.1	5.7	2.1	.0060
Harris	124,187	18,830	24.8	31.6	10.1	5.2	.0049
Hart	116,108	15,463	36.2	26.0	6.2	2.0	.0054
Heard	40,095	15,756	35.3	27.7	6.8	1.7	.0016
Irwin	47,798	11,366	33.9	17.6	3.4	1.8	.0024
Jasper	54,614	16,216	32.1	27.3	8.6	2.5	.0023
Jeff Davis	71,894	15,275	34.9	25.9	5.7	1.9	.0038
Jefferson	102,226	12,474	28.6	22.1	5.7	2.1	.0051
Jenkins	41,921	11,118	29.4	19.5	3.8	1.7	.0023
Johnson	48,727	12,750	29.2	24.5	4.8	1.3	.0022
Lamar	84,287	17,252	31.0	28.5	10.1	3.0	.0039
Lanier	33,508	13,750	33.6	22.0	7.3	1.6	.0014
Laurens	246,571	15,295	30.6	27.2	7.4	2.7	.0131
Liberty	291,436	15,492	39.2	26.5	6.0	2.1	.0131
Lincoln	35,583	14,868	33.7	27.0	4.2	1.6	.0017
Long	29,352	14,375	30.2	28.6	5.4	2.0	.0011
Lowndes	493,460	16,541	32.0	27.1	8.3	4.1	.0276
Lumpkin	77,552	16,726	32.6	30.1	7.2	2.6	.0033
McIntosh	44,998	13,030	30.2	23.7	5.1	1.0	.0025
Macon	84,888	13,878	30.4	21.7	6.9	3.5	.0042
Marion	25,984	13,162	33.1	18.3	5.2	2.5	.0014
Meriwether	138,019	16,624	27.3	28.2	9.9	3.2	.0076
Miller	36,477	11,604	34.4	17.4	3.8	1.2	.0019
Mitchell	115,913	13,800	28.6	24.9	5.9	2.8	.0059
Monroe	94,516	16,156	32.8	29.0	7.1	2.5	.0051
Montgomery	40,728	13,632	34.3	20.9	5.7	4.0	.0022
Morgan	67,805	15,084	32.7	27.3	6.2	2.3	.0036
Murray	135,076	16,669	35.1	30.0	5.1	2.1	.0066
Oglethorpe	57,300	16,043	30.5	30.2	7.1	2.1	.0025
Pickens	78,924	14,627	34.0	25.4	5.5	2.4	.0042
Pierce	74,556	15,652	29.0	28.6	6.8	2.8	.0034
Pike	61,275	18,253	28.7	34.4	8.2	3.3	.0024
Polk	211,616	15,972	30.2	30.0	6.3	1.7	.0108
Pulaski	56,852	14,843	26.9	27.2	7.7	2.3	.0029
Putnam	72,096	17,333	26.1	29.8	10.1	3.6	.0035
Quitman	10,364	10,079	29.6	17.1	2.3	1.5	.0004
Rabun	76,178	15,398	31.8	25.9	7.5	3.3	.0036
Randolph	53,464	11,477	27.6	21.0	3.3	3.0	.0026
Schley	17,489	14,250	31.3	22.0	7.0	1.6	.0009
Screven	75,140	11,214	30.1	18.8	3.9	1.9	.0041
Seminole	52,543	13,293	30.0	21.2	7.7	1.8	.0029
Stephens	141,499	15,256	34.6	29.6	3.3	2.2	.0084
Stewart	24,142	9,986	29.5	16.8	2.9	.7	.0015
Sumter	189,419	15,877	30.7	26.0	7.8	4.1	.0103
Talbot	36,131	14,657	33.7	23.7	6.6	2.3	.0016
Taliaferro	9,670	10,031	33.6	14.3	1.8	.5	.0005
Tattnall	96,863	12,606	32.7	20.6	5.4	2.1	.0052
Taylor	55,281	15,722	27.1	23.9	9.3	6.0	.0024
Telfair	60,940	11,778	32.0	19.3	4.2	1.7	.0034
Terrell	68,659	13,661	27.7	21.9	[illegible]	3.1	.0035
Thomas	251,466	15,814	32.2	27.0	6.3	4.1	.0137
Tift	222,450	15,580	31.7	26.1	7.3	3.7	.0123
Toombs	141,187	13,949	30.4	23.8	5.9	2.4	.0079
Towns	38,579	12,422	31.7	21.2	3.2	3.1	.0016
Treutlen	34,195	12,704	29.7	20.8	5.0	3.5	.0017
Troup	366,253	17,022	27.8	29.1	9.2	3.7	.0193
Turner	42,425	10,850	32.6	15.5	4.0	1.5	.0025
Twiggs	60,678	17,793	27.7	32.3	9.2	2.8	.0024
Union	57,800	12,401	35.5	17.8	4.1	2.7	.0029
Upson	179,456	16,333	32.9	29.4	6.1	3.1	.0088
☐ Walker	382,892	16,872	32.8	31.4	6.3	2.4	.0175

GA. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Ware	245,048	15,285	30.3	26.6	7.1	3.5	.0144
Warren	34,935	13,889	30.2	23.7	7.1	1.7	.0016
Washington	117,393	14,815	30.0	24.8	7.3	3.4	.0060
Wayne	135,926	15,485	30.2	26.8	8.7	2.8	.0073
Webster	13,600	12,656	29.5	20.4	6.5	4.0	.0007
Wheeler	24,706	10,862	30.5	18.1	4.6	.6	.0011
White	67,528	14,936	30.3	28.1	4.0	2.7	.0035

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Whitfield	508,051	18,905	31.6	34.4	8.5	3.7	.0264
Wilcox	37,635	11,747	30.8	21.5	3.0	1.3	.0020
Wilkes	64,476	13,780	29.7	25.2	4.4	2.6	.0034
Wilkinson	65,883	17,615	29.2	32.7	7.5	2.8	.0031
Worth	111,932	15,990	30.7	28.4	7.0	2.5	.0032
TOTAL METRO COUNTIES	31,293,747	21,232	25.6	31.8	14.7	6.8	1.8884
TOTAL STATE	44,637,343	18,968	27.7	30.0	11.9	5.4	2.1974

HAWAII

HAWAII
ESTIMATES

POPULATION—12/31/82 / **RETAIL SALES BY STORE GROUP 1982**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	792.0	.3394	29.0	15.3	19.6	17.6	20.7	247.1	3,960,209	737,369	649,364	803,099	74,943	376,868	250,408
Honolulu	792.0	.3394	29.0	15.3	19.6	17.6	20.7	247.1	3,960,209	737,369	649,364	803,099	74,943	376,868	250,408
• Honolulu	375.2	.1608	32.3	13.4	20.1	17.5	27.1	135.2	2,755,920	518,446	452,164	554,899	56,110	235,739	190,338
SUBURBAN TOTAL	416.8	.1786	25.9	17.0	19.2	17.7	14.9	111.9	1,204,289	218,923	197,200	248,200	18,833	141,129	60,070
OTHER COUNTIES															
Hawaii	99.8	.0428	30.4	10.9	18.3	16.4	25.2	32.6	410,167	126,293	42,485	37,908	12,046	42,247	32,368
Kauai	41.5	.0178	30.9	10.2	18.1	16.4	26.3	13.1	188,965	68,708	26,605	21,879	3,331	10,665	2,179
Maui	77.7	.0333	30.8	10.9	19.2	16.7	25.2	25.3	475,657	122,599	65,464	61,324	10,654	35,609	28,919
TOTAL METRO COUNTIES	792.0	.3394	29.0	15.3	19.6	17.6	20.7	247.1	3,960,209	737,369	649,364	803,099	74,943	376,868	250,408
TOTAL STATE	1,011.0	.4333	29.4	14.3	19.3	17.4	21.8	318.1	5,034,998	1,054,969	783,918	924,210	100,974	445,389	313,874

HAWAII
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	8,008,081	28,027	22.0	29.1	21.4	15.6	.3604
Honolulu	8,008,081	28,027	22.0	29.1	21.4	15.6	.3604
• Honolulu	4,232,220	26,531	22.7	28.6	18.4	16.4	.2048
SUBURBAN TOTAL	3,775,861	29,775	21.0	30.1	24.8	14.6	.1556
OTHER COUNTIES							
Hawaii	840,474	22,503	25.4	31.1	16.0	8.8	.0390

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Kauai	359,115	24,748	24.5	34.7	19.4	8.1	.0170
Maui	658,666	23,186	24.0	34.0	16.2	7.8	.0348
TOTAL METRO COUNTIES	8,008,081	28,027	22.0	29.1	21.4	15.6	.3604
TOTAL STATE	9,866,336	26,763	22.5	30.0	20.3	14.0	.4512

More Than Just Another Pretty Place!

- Population of the state: 993,735
- Number of households: 294,052
- Total EBI (effective buying income): $8,643,773
- Retail sales: $7,432,500,000
- Food sales: $963,324,000
- Automobile sales: $470,367,000
- Furniture & home appliances: $101,536,000
- Tourism 1982: 4,242,916 visitors
- Visitor expenditure: $3,700,000,000

The Advertiser and Star-Bulletin cover the whole state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than seven out of ten households.

The Honolulu Advertiser
independent editorially competitive newspapers serving all Hawaii
Honolulu Star-Bulletin
605 Kapiolani Blvd., Honolulu, Hawaii 96813 (808) 525-8000

Represented nationally by Gannett Newspaper Advertising Sales New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

IDAHO

IDAHO
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	187.5	.0805	29.0	13.2	19.9	17.7	20.5	70.3	1,088,658	271,493	106,445	119,179	69,137	195,414	17,883
Ada	187.5	.0805	29.0	13.2	19.9	17.7	20.5	70.3	1,088,658	271,493	106,445	119,179	69,137	195,414	17,883
• Boise	109.5	.0469	29.9	14.9	19.9	16.6	23.2	44.3	689,345	189,427	68,428	78,844	51,356	102,549	15,841
SUBURBAN TOTAL	78.3	.0336	27.9	10.9	19.8	19.2	16.7	26.0	399,313	82,066	38,017	40,335	17,781	92,865	2,042
OTHER COUNTIES															
Adams	3.5	.0015	32.1	9.3	15.2	18.7	26.9	1.2	6,556	1,782	290	1,962			442
Bannock	68.3	.0293	26.7	15.4	18.8	15.4	19.0	23.9	411,668	89,226	28,347	48,513	23,855	65,561	13,126
Pocatello	48.0	.0206	27.1	17.6	19.1	14.7	20.1	17.8	382,961	80,896	26,919	48,311	22,275	63,587	12,454
Bear Lake	7.3	.0031	27.8	10.0	14.2	14.2	25.5	2.5	26,576	8,953	1,596	838	970	6,401	1,175
Benewah	8.8	.0038	30.4	10.0	17.0	18.0	24.2	3.1	28,648	8,732	2,473	1,795	382	7,574	1,577
Bingham	38.2	.0164	25.6	10.4	15.5	15.7	19.8	11.6	130,324	38,888	6,067	6,148	2,976	37,986	3,044
Blaine	11.1	.0047	29.6	13.1	27.6	18.7	16.4	4.7	78,109	19,246	8,351	1,177	3,373	9,846	3,023
Boise	3.3	.0014	30.4	10.0	19.0	17.7	23.5	1.4	3,845	2,235	849	351	38		
Bonner	26.5	.0114	31.6	8.9	18.7	17.4	26.3	9.6	99,008	26,731	11,230	4,554	3,579	20,832	2,884
Bonneville	68.5	.0294	26.6	12.1	17.2	16.8	18.7	22.7	459,010	90,233	25,569	75,210	31,919	73,997	8,858
Boundary	7.6	.0032	30.2	8.8	17.3	17.0	24.8	2.6	30,280	12,479	1,641	2,212	230	5,614	773
Butte	3.5	.0015	29.0	9.0	15.3	16.3	24.6	1.1	10,576	2,647	1,353		203	720	257
Camas	.8	.0004	30.9	10.3	15.3	19.8	23.9	.3	820	412	103	55			
Canyon	86.5	.0370	29.5	12.1	15.8	16.0	25.3	29.8	413,202	109,864	27,974	56,596	19,427	84,760	8,464
Caribou	9.3	.0040	25.5	11.6	16.5	15.8	18.5	3.1	27,744	8,779	1,080	284	666	7,014	909
Cassia	19.9	.0086	26.5	10.8	14.8	15.0	22.4	6.3	120,386	31,083	5,800	15,891	5,185	21,664	3,008
Clark	.8	.0003	29.4	10.5	13.8	20.1	22.2	.3	2,687		303	86		1,462	
Clearwater	10.0	.0043	30.7	10.3	16.3	19.6	23.3	3.6	37,305	14,409	2,281	418	608	8,602	667
Custer	3.6	.0015	32.8	7.9	16.2	18.9	27.6	1.5	15,015	4,447	1,437	974		1,536	373
Elmore	22.3	.0096	24.6	20.1	18.9	16.2	14.0	7.2	60,840	17,267	4,836	3,200	2,438	15,780	787
Franklin	9.3	.0040	26.2	9.7	12.8	13.7	25.1	2.8	33,294	7,125	1,909	1,663	4,230	6,413	451
Fremont	11.3	.0048	26.2	10.1	14.1	15.3	22.2	3.7	36,682	10,969	1,959	943	853	6,406	685
Gem	12.5	.0054	32.3	9.6	14.2	16.6	29.5	4.4	27,561	9,816	1,264	1,156	1,998	5,622	481
Gooding	12.8	.0055	33.0	9.5	13.8	16.1	31.2	4.6	35,320	11,055	1,994	3,747	1,112	5,305	629
Idaho	15.0	.0064	31.5	9.8	15.7	17.3	27.3	5.5	38,383	13,167	3,211	1,385	2,032	5,019	1,353
Jefferson	16.3	.0070	25.0	11.0	15.2	14.9	20.1	4.9	36,313	13,680	1,577	1,009	1,738	5,589	913
Jerome	16.0	.0068	29.7	10.6	15.8	15.9	25.7	5.5	36,188	13,278	3,093	2,178	2,053	2,304	2,315
Kootenai	66.0	.0283	31.0	10.4	17.6	18.2	24.7	24.0	263,071	75,958	20,515	13,841	8,610	48,831	8,207
Latah	29.2	.0125	26.4	25.2	18.9	14.2	19.6	10.7	122,124	35,228	10,087	8,650	8,419	19,262	4,717
Lemhi	7.9	.0034	31.9	8.8	16.1	17.8	27.2	3.0	24,346	7,386	2,329	1,198	931	2,875	315
Lewis	4.0	.0017	32.9	9.7	14.5	17.3	29.7	1.4	14,510	6,951	1,134	327	119	781	490
Lincoln	3.5	.0015	31.0	9.2	16.2	15.5	28.0	1.2	3,264	959	536	367	91	265	205
Madison	21.1	.0091	21.8	32.6	12.1	10.4	12.4	5.4	103,725	26,652	3,608	5,039	8,687	15,455	3,059
Minidoka	20.5	.0088	27.2	11.3	14.9	15.1	23.3	6.7	54,641	16,075	3,628	1,116	1,958	16,696	867
Nez Perce	33.3	.0143	31.9	11.6	16.4	17.1	27.8	12.8	214,649	47,936	18,690	38,872	13,563	39,596	5,659
Oneida	3.3	.0014	31.9	8.0	12.3	14.0	32.2	1.1	9,034	1,021	810	1,413	430	2,283	338
Owyhee	8.6	.0037	28.6	10.8	14.4	15.2	25.6	2.8	16,212	2,400	1,466	2,461	338	1,313	291
Payette	16.4	.0070	32.4	9.5	13.6	16.9	29.6	6.0	42,367	13,515	2,347	371	3,061	9,388	774
Power	7.3	.0031	27.8	9.8	18.1	16.4	20.5	2.5	13,906	8,193	1,057		101	1,101	431
Shoshone	18.6	.0080	29.9	10.8	17.0	16.5	24.9	6.7	68,886	23,426	5,603	644	2,298	11,323	3,007
Teton	3.1	.0013	27.5	10.7	16.8	14.5	22.8	.9	10,851	3,073	761	945	646	2,220	104
Twin Falls	55.2	.0237	30.9	11.3	15.6	16.4	27.2	19.7	277,469	59,650	20,097	27,425	15,552	57,478	11,724
Valley	6.2	.0026	30.8	9.4	22.1	18.5	22.3	2.2	37,353	5,759	3,087	4,175	413	4,692	1,697
Washington	8.9	.0038	34.1	8.2	13.4	15.4	33.5	3.2	27,140	9,084	2,077	2,378	280	6,481	827
TOTAL METRO COUNTIES	187.5	.0805	29.0	13.2	19.9	17.7	20.5	70.3	1,088,658	271,493	106,445	119,179	69,137	195,414	17,883
TOTAL STATE	993.9	.4260	28.7	12.7	17.2	16.4	22.7	348.5	4,090,546	1,101,262	380,867	460,746	244,489	841,461	116,789

S&MM'S
FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

IDAHO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOISE	1,736,170	21,801	28.2	34.1	14.5	6.1	.0858
Ada	1,736,170	21,801	28.2	34.1	14.5	6.1	.0858
• Boise	1,077,823	20,939	29.1	32.4	13.7	6.3	.0530
SUBURBAN TOTAL	658,347	23,130	26.7	37.2	15.8	5.7	.0328
OTHER COUNTIES							
Adams	19,664	15,378	36.5	27.5	3.8	1.1	.0009
Bannock	567,405	22,018	25.8	36.5	14.8	4.4	.0302
Pocatello	417,022	21,431	26.2	35.3	14.5	4.4	.0242
Bear Lake	52,424	19,843	27.9	36.9	10.0	2.6	.0025
Benewah	63,031	19,845	24.4	38.4	7.9	3.2	.0030
Bingham	258,654	20,315	28.7	34.5	12.9	3.5	.0128
Blaine	111,602	19,159	33.2	29.6	10.9	6.9	.0056
Boise	28,820	19,208	31.6	36.8	7.2	3.0	.0011
Bonner	149,781	13,459	33.5	24.1	4.6	1.0	.0085
Bonneville	556,594	22,738	26.7	36.7	15.9	4.9	.0312
Boundary	43,485	14,918	33.2	28.7	4.3	1.0	.0024
Butte	21,362	16,257	32.1	29.3	8.8	1.5	.0011
Camas	6,948	20,167	33.4	34.9	10.7	5.0	.0003
Canyon	602,144	17,398	33.7	30.5	8.3	3.0	.0325
Caribou	68,145	21,514	25.9	41.4	11.0	2.8	.0031
Cassia	122,423	17,005	34.1	29.5	8.4	2.6	.0078
Clark	5,571	16,273	40.4	27.3	6.7	2.3	.0004
Clearwater	87,250	22,933	24.7	37.3	16.1	3.9	.0038
Custer	30,842	17,600	32.5	30.2	8.5	4.5	.0014
Elmore	141,335	15,717	43.0	27.6	5.5	1.6	.0068
Franklin	51,171	17,078	41.2	31.4	4.6	1.2	.0029
Fremont	86,284	21,074	26.6	35.1	13.0	5.2	.0040
Gem	74,021	14,379	29.8	26.8	6.1	1.3	.0035
Gooding	86,069	15,602	36.5	25.6	6.8	2.5	.0041
Idaho	90,807	14,706	38.2	25.7	4.7	.8	.0044
Jefferson	98,621	18,494	30.2	33.4	9.7	2.2	.0047
Jerome	104,794	16,678	37.4	27.5	7.4	2.7	.0047
Kootenai	521,178	19,261	29.1	32.0	12.1	4.0	.0249
Latah	256,717	19,716	28.7	29.9	14.1	5.3	.0117
Lemhi	50,723	14,977	38.9	25.6	5.0	1.2	.0026
Lewis	34,408	22,417	25.5	34.1	16.4	5.5	.0015
Lincoln	20,577	15,217	36.6	27.1	4.8	1.8	.0007
Madison	114,247	18,005	35.1	29.9	10.8	2.6	.0074
Minidoka	149,912	19,969	31.9	36.6	9.0	4.3	.0067
Nez Perce	283,438	20,066	24.8	33.1	13.3	3.7	.0152
Oneida	18,606	15,268	35.2	29.6	3.1	1.2	.0010
Owyhee	40,383	11,657	36.7	16.5	2.9	1.5	.0021
Payette	107,485	15,441	35.3	26.0	7.0	2.0	.0051
Power	57,739	20,880	26.6	35.8	11.8	5.3	.0022
Shoshone	184,937	26,406	19.8	34.7	20.8	8.3	.0078
Teton	16,199	15,912	35.9	28.9	6.8	1.6	.0009
Twin Falls	432,010	18,721	32.3	31.8	9.8	4.4	.0223
Valley	43,510	17,876	38.2	32.1	8.1	1.8	.0025
Washington	60,802	15,257	32.6	25.0	8.3	3.5	.0029
TOTAL METRO COUNTIES	1,736,170	21,801	28.2	34.1	14.5	6.1	.0858
TOTAL STATE	7,458,288	19,222	30.3	32.3	11.4	4.1	.3870

COMING OCT. 31
SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 314 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

MERCHANDISE LINE SALES: Retail sales by product category for all 314 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, household, black population, Effective Buying Income, retail sales, and Buying Power Index.

NEW! ZIP CODE MARKETS: Data on demographic and socioeconomic characteristics of leading 5-digit Zip Codes in the U.S.

'WORTH WRITING FOR' MEDIA/MARKETS SECTION: Local market data that are available from the media and other local sources of information.

ERRATA: Corrections for the few mistakes that are inevitably present in this issue of the *Survey*.

All *Sales & Marketing Management* subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

Single copies of the *Survey—Part II* can be ordered at $35 each. The combination price for the two *Survey* issues is $75.

ILLINOIS

ILL. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALTON - GRANITE CITY	**266.7**	**.1143**	**32.0**	**12.3**	**15.4**	**17.5**	**27.9**	**97.5**	**1,213,287**	**323,557**	**121,148**	**126,764**	**39,506**	**229,322**	**39,309**
Jersey	21.2	.0091	30.7	14.2	14.5	17.2	26.6	7.1	55,478	16,836	7,032	2,783	1,921	10,773	1,854
Madison	245.5	.1052	32.1	12.1	15.6	17.5	28.0	90.4	1,157,809	306,721	114,116	123,981	37,585	218,549	37,455
• Alton	34.0	.0146	33.1	12.2	14.4	14.3	33.0	13.2	240,472	58,098	23,786	38,071	9,680	41,544	8,173
• Granite City	35.9	.0154	32.1	12.5	15.2	16.8	28.9	13.5	187,694	86,179	23,242	17,458	5,389	11,960	6,373
SUBURBAN TOTAL	196.8	.0843	31.8	12.3	15.5	18.2	26.9	70.8	785,121	179,280	74,120	71,235	24,437	175,818	24,763
AURORA - ELGIN	**326.9**	**.1402**	**29.2**	**12.0**	**18.3**	**18.0**	**21.5**	**112.1**	**1,758,992**	**369,620**	**165,849**	**306,996**	**78,158**	**243,992**	**43,251**
Kane	286.7	.1229	29.3	12.2	18.3	17.6	22.0	98.5	1,673,714	344,607	154,758	299,308	73,578	236,440	40,567
• Aurora	83.4	.0357	28.2	13.4	18.8	15.1	22.1	29.0	742,314	105,863	55,539	216,379	39,381	130,662	15,749
• Elgin	66.1	.0283	30.2	13.1	19.7	15.3	25.2	24.8	456,587	129,109	32,860	43,225	16,852	61,358	11,652
Kendall	40.2	.0173	28.8	11.0	18.6	20.2	18.3	13.6	85,278	25,013	11,091	7,688	4,580	7,552	2,484
SUBURBAN TOTAL	177.4	.0762	29.4	11.0	17.6	20.2	19.9	58.3	560,091	134,648	77,450	47,392	21,925	51,972	15,950
BLOOMINGTON - NORMAL	**123.0**	**.0527**	**27.3**	**22.6**	**17.1**	**15.0**	**21.8**	**44.1**	**625,724**	**135,730**	**67,083**	**78,103**	**22,287**	**88,425**	**21,350**
McLean	123.0	.0527	27.3	22.6	17.1	15.0	21.8	44.1	625,724	135,730	67,083	78,103	22,287	88,425	21,350
• Bloomington	44.7	.0192	29.8	17.9	19.8	13.9	25.8	18.9	421,718	86,654	45,247	69,109	16,289	71,568	19,419
• Normal	38.1	.0163	23.2	42.8	13.7	12.5	12.9	10.7	102,943	31,051	13,741	1,530	3,760	1,208	449
SUBURBAN TOTAL	40.2	.0172	31.8	8.7	17.5	18.5	25.8	14.5	101,063	18,025	8,095	7,464	2,238	15,649	1,482
CHAMPAIGN - URBANA - RANTOUL	**168.2**	**.0721**	**25.3**	**27.8**	**19.1**	**14.0**	**17.5**	**60.4**	**841,963**	**182,412**	**114,378**	**131,913**	**31,270**	**93,499**	**28,059**
Champaign	168.2	.0721	25.3	27.8	19.1	14.0	17.5	60.4	841,963	182,412	114,378	131,913	31,270	93,499	28,059
• Champaign	58.2	.0249	24.6	34.7	18.3	12.0	17.8	22.0	430,515	64,812	56,471	77,846	23,312	53,811	17,980
• Rantoul	19.4	.0083	23.1	30.9	18.8	12.4	10.4	5.6	88,811	15,594	15,997	9,898	2,210	22,770	2,455
• Urbana	36.4	.0156	24.6	37.1	20.1	10.6	17.2	12.7	95,021	16,970	20,112	11,151	4,510	9,328	2,099
SUBURBAN TOTAL	54.2	.0233	29.3	12.8	19.5	18.9	20.0	20.1	227,616	85,036	21,798	33,018	1,238	7,590	5,525
CHICAGO	**6,029.1**	**2.5844**	**31.2**	**12.4**	**17.4**	**17.7**	**25.8**	**2,184.2**	**29,341,451**	**6,481,277**	**3,268,506**	**3,970,967**	**1,226,814**	**3,950,005**	**1,285,764**
Cook	5,165.2	2.2140	31.4	12.6	17.0	17.3	26.6	1,882.4	24,032,004	5,418,392	2,742,916	3,388,609	1,008,600	3,116,086	1,075,937
Arlington Heights	66.7	.0285	33.0	10.2	15.5	22.9	23.9	22.8	375,316	44,209	45,399	37,813	24,357	104,352	13,814
Berwyn	45.6	.0195	42.5	10.4	14.1	15.3	42.8	19.7	195,900	24,630	30,947	25,572	7,722	52,328	11,195
• Chicago	2,937.4	1.2591	30.7	13.1	17.3	16.2	26.4	1,089.3	10,411,651	2,340,914	1,302,632	1,282,444	463,173	1,052,306	554,608
• Chicago Heights	36.2	.0155	28.8	13.2	15.7	15.4	24.9	11.9	243,975	51,561	32,693	23,846	8,874	71,960	7,110
Cicero	59.9	.0257	35.4	11.8	15.7	15.4	34.9	24.1	164,916	66,467	23,345	5,499	2,344	23,180	3,664
Des Plaines	54.6	.0234	34.2	11.4	15.8	19.9	28.8	19.5	431,885	70,034	58,134	54,807	2,636	100,627	16,541
• Evanston	72.3	.0310	31.8	17.9	19.8	16.1	27.5	27.9	433,182	92,794	42,914	20,892	17,414	83,728	22,491
Mount Prospect	52.3	.0224	32.5	12.6	16.2	21.3	24.5	19.0	392,912	79,911	29,664	83,069	22,900	61,513	12,366
Oak Lawn	60.8	.0261	37.1	11.9	12.1	17.5	34.8	21.2	531,529	141,298	44,069	102,173	14,294	91,268	27,562
Oak Park	53.1	.0228	32.2	11.1	22.1	16.9	26.9	22.2	212,305	53,127	16,948	10,925	14,829	31,586	6,567
Schaumburg	52.9	.0227	28.8	10.8	25.6	21.6	12.6	19.7	817,812	142,475	47,297	248,308	52,438	132,241	14,564
Skokie	58.4	.0250	41.2	9.8	13.0	18.2	39.3	22.0	614,582	66,867	32,982	99,331	34,373	71,220	13,318
Du Page	705.9	.3026	30.2	11.7	19.6	20.3	20.3	248.1	4,577,968	884,143	461,991	530,513	199,036	660,170	179,387
Downers Grove	45.9	.0197	32.3	10.2	18.9	20.6	24.4	17.2	289,226	89,808	25,739	19,221	6,852	38,666	20,845
Elmhurst	43.3	.0186	34.2	11.1	14.5	19.2	29.6	15.0	199,202	25,922	20,520	21,226	6,720	68,508	5,661
Naperville	45.7	.0196	30.1	9.1	17.0	24.3	17.3	14.7	401,932	73,265	29,880	25,809	7,149	24,391	24,019
Wheaton	46.4	.0199	30.4	13.9	19.3	19.4	21.7	16.2	210,840	58,679	13,384	1,628	10,642	39,647	13,488
McHenry	158.0	.0678	30.3	10.4	18.0	19.6	21.9	53.7	731,479	178,742	63,599	51,845	19,178	173,749	30,440
SUBURBAN TOTAL	2,983.2	1.2788	31.7	11.6	17.6	19.2	25.1	1,055.1	18,252,643	3,996,208	1,890,267	2,643,785	737,353	2,742,011	701,555
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***7,956.8***	***3.4108***	***30.7***	***12.5***	***17.5***	***17.8***	***24.7***	***2,834.0***	***37,964,748***	***8,573,611***	***4,186,165***	***5,143,333***	***1,570,389***	***5,361,893***	***1,634,635***

The Peoria
ADI without
The Pantagraph is like
eggs without bacon

The Bloomington/Normal metro market is part of the Peoria ADI. But the Peoria newspaper gives you less than 1% penetration of this affluent, educated, young and upscale area.

Bring home the bacon with The Pantagraph. Its 73% daily and 74.6% Sunday penetration puts it miles from Peoria's reach.

The Pantagraph
301 W. Washington Street
Bloomington, IL 61701
309/829-941

Tom Jefferson, National Advertising Manager
Represented nationally by Sawyer, Ferguson, Walker Co., Inc.

SOURCE: Circulation '82/'83; Belden CMS

SUCCESS STORY

CLASSIC
Men's three-piece, worsted suits, from $415
Women's ... nals in silk,

An ad that gets ripped, saved and used is a real success story. And the bigger, better Chicago Sun-Times is loaded with them. We're attracting more and more responsive Chicago and suburban readers. In fact, the daily Sun-Times reaches more adults than any other individual daily medium in the Chicago ADI.*

More Total Adults.
More Chief Wage Earners.
More Principal Food Shoppers.
More Working Women.

Which is why now, more than ever, it pays to advertise in the Sun-Times.

And now, we're bigger and better than ever. We've made the best sports section in the Midwest even better with over 40 extra pages a month. We've put more business in Business. More on investments, technology—a different focus every day.

And the award-winning Living section is like a magazine inside the Sun-Times with a different daily focus from health and fitness to home entertainment.

From cover to cover we're giving our readers more every day. And it's all put together with more color and pizzaz.

So run an ad in the Sun-Times and get ready for a success story of your own. Advertisers call **312-321-2468,** in N.Y. **212-664-1111.**

Sun-Times

MORE NEWS YOU CAN USE

*SMRB Readership figures, May '82

IOWA
ILLINOIS

QUAD CITIES USA ™

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 144,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS
QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch
Evening and Sunday

Represented by BRANHAM Newspaper Sales

ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DAVENPORT - ROCK ISLAND - MOLINE	**390.5**	**.1673**	**30.3**	**12.6**	**17.4**	**17.0**	**24.8**	**144.0**	**1,952,947**	**416,339**	**215,441**	**330,003**	**80,731**	**294,773**	**83,743**
Henry	59.3	.0254	32.0	10.6	15.3	17.6	27.8	21.4	233,179	64,940	21,426	13,146	7,363	40,074	6,326
Rock Island	165.7	.0710	31.2	13.1	16.4	16.8	26.9	62.4	802,592	171,814	89,088	144,268	29,696	128,366	32,345
• Moline	45.8	.0196	32.5	13.0	16.7	16.4	29.4	18.5	400,996	49,392	33,306	120,150	22,564	55,248	19,000
• Rock Island	47.5	.0204	31.2	15.2	15.3	14.2	29.9	18.1	139,714	22,321	21,587	17,960	5,578	27,813	7,616
Scott, Iowa	*165.5*	*.0709*	*29.1*	*12.9*	*19.0*	*17.1*	*21.7*	*60.2*	*917,176*	*179,585*	*104,927*	*172,589*	*43,672*	*126,333*	*45,072*
• *Davenport*	*106.0*	*.0454*	*29.2*	*14.2*	*19.2*	*15.3*	*23.6*	*40.2*	*663,403*	*118,336*	*77,072*	*110,590*	*34,433*	*110,585*	*34,708*
SUBURBAN TOTAL	191.2	.0819	30.3	11.0	16.8	18.9	23.2	67.2	748,834	226,290	83,476	81,303	18,156	101,127	22,419
DECATUR	**132.4**	**.0567**	**31.3**	**12.1**	**16.2**	**17.2**	**26.9**	**49.9**	**648,471**	**143,807**	**63,537**	**122,563**	**22,557**	**102,211**	**18,884**
Macon	132.4	.0567	31.3	12.1	16.2	17.2	26.9	49.9	648,471	143,807	63,537	122,563	22,557	102,211	18,884
• Decatur	94.7	.0406	31.8	12.9	15.9	15.8	29.1	37.1	590,648	122,288	57,951	122,213	21,006	94,827	18,305
SUBURBAN TOTAL	37.7	.0161	30.2	10.1	17.2	20.6	21.1	12.8	57,823	21,519	5,586	350	1,551	7,384	579
EAST ST. LOUIS - BELLEVILLE	**295.8**	**.1268**	**29.8**	**12.6**	**15.3**	**16.3**	**25.9**	**103.1**	**1,214,038**	**271,196**	**125,596**	**267,054**	**45,222**	**158,155**	**39,585**
Clinton	33.9	.0145	29.9	12.9	14.7	15.7	26.8	11.5	101,947	24,345	10,040	3,639	3,690	14,035	4,018
St. Clair	261.9	.1123	29.8	12.6	15.4	16.3	25.7	91.6	1,112,091	246,851	115,556	263,415	41,532	144,120	35,567
• Belleville	41.6	.0178	36.6	11.9	15.1	14.5	37.0	16.8	350,925	51,145	27,785	70,255	12,099	94,020	10,703
• East St. Louis	52.0	.0223	23.9	12.5	14.1	13.5	20.5	16.2	136,405	30,407	9,508	28,545	3,385	26,651	9,703
SUBURBAN TOTAL	202.2	.0867	30.1	12.8	15.8	17.3	24.9	70.1	726,708	189,644	88,303	168,254	29,738	37,484	19,179
JOLIET	**377.1**	**.1616**	**28.6**	**11.9**	**18.9**	**18.2**	**19.6**	**123.3**	**1,202,185**	**308,823**	**129,907**	**141,461**	**43,364**	**192,483**	**53,350**
Grundy	31.7	.0136	30.7	11.6	16.5	17.5	25.5	11.4	142,870	39,742	18,517	11,711	4,657	26,137	5,926
Will	345.4	.1480	28.4	11.9	19.2	18.2	19.1	111.9	1,059,315	269,081	111,390	129,750	38,707	166,346	47,424
• Joliet	78.6	.0337	30.2	13.6	17.0	14.1	27.7	28.1	557,740	170,443	50,534	77,419	25,070	96,679	24,720
SUBURBAN TOTAL	298.5	.1279	28.2	11.4	19.5	19.3	17.5	95.2	644,445	138,380	79,373	64,042	18,294	95,804	28,630

10% SAVINGS

PLUS
ONE ORDER
ONE BILL
CONVENIENCE

• 124,373 CIRCULATION
• 34% A.D.I. COVERAGE
• 72% METRO COVERAGE
SOURCE: CIRCULATION '82/'83

THE LARGEST MARKET
BUY IN ILLINOIS
AFTER CHICAGO

Central Illinois Unit

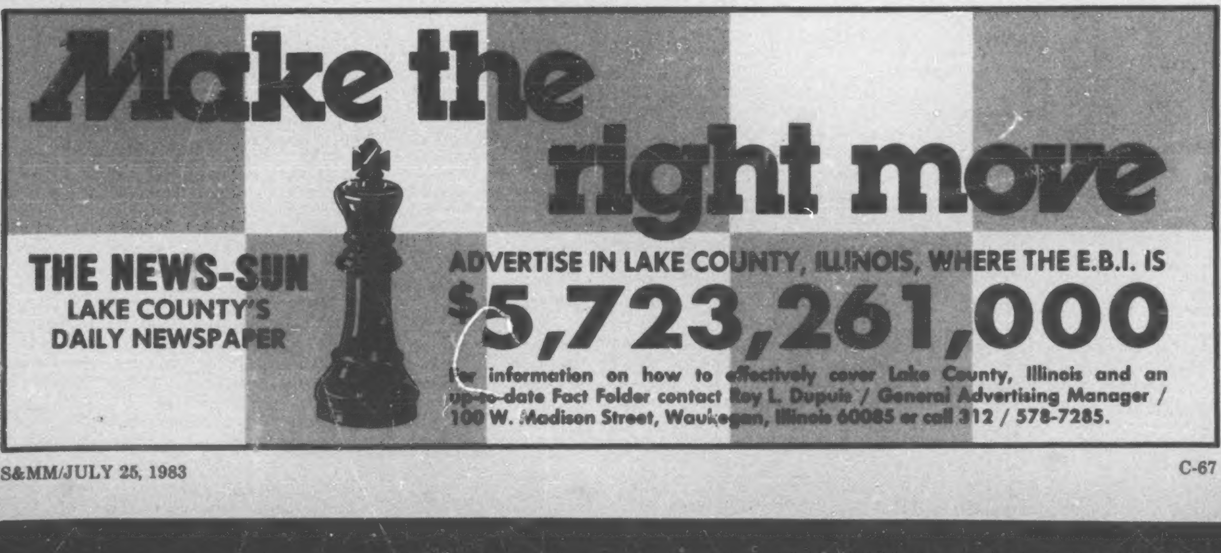
Springfield State Journal-Register
(217) 788-1355
BILL CHARLTON

Represented Nationally by
BRANHAM NEWSPAPER SALES

Decatur Herald & Review
(217) 429-5151
BILL ZEAMAN

ILL. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KANKAKEE	104.9	.0449	30.0	12.6	16.2	16.4	25.4	36.8	453,527	101,325	52,382	62,053	17,769	74,605	23,694
Kankakee	104.9	.0449	30.0	12.6	16.2	16.4	25.4	36.8	453,527	101,325	52,382	62,053	17,769	74,605	23,694
● Kankakee	30.3	.0130	31.0	12.6	15.5	14.1	29.8	11.4	252,510	45,737	24,047	60,358	14,943	41,341	16,722
SUBURBAN TOTAL	74.6	.0319	29.6	12.5	16.4	17.4	23.7	25.4	201,017	55,588	28,335	1,695	2,826	33,264	6,972
LAKE COUNTY	457.9	.1963	29.3	13.6	17.8	19.3	20.5	150.0	2,248,158	508,012	239,321	309,661	98,586	418,829	92,577
Lake	457.9	.1963	29.3	13.6	17.8	19.3	20.5	150.0	2,248,158	508,012	239,321	309,661	98,586	418,829	92,577
● North Chicago	37.6	.0161	22.7	38.9	16.3	10.4	10.8	7.0	39,555	11,944	9,910		450	1,192	1,663
● Waukegan	69.0	.0296	29.6	14.0	17.9	15.9	24.4	25.3	520,771	132,648	33,329	94,398	17,394	94,427	27,503
SUBURBAN TOTAL	351.3	.1506	30.4	10.8	17.9	20.9	20.8	117.7	1,687,832	363,420	196,082	215,263	80,742	323,210	63,411
PEORIA	372.1	.1596	30.5	12.6	17.2	17.1	25.2	136.0	1,877,202	420,767	187,481	314,548	76,007	289,979	53,210
Peoria	201.8	.0865	30.6	13.3	17.2	16.2	26.3	75.3	1,125,385	199,725	118,318	245,722	48,999	126,702	30,417
● Peoria	124.4	.0533	30.3	14.7	17.2	15.0	26.8	47.5	927,253	121,759	84,694	237,688	45,562	115,105	21,413
Tazewell	135.4	.0581	30.4	11.7	17.4	18.4	23.7	48.9	615,960	183,690	60,018	67,308	19,753	121,486	21,058
● Pekin	34.8	.0149	31.6	12.3	16.8	16.9	27.3	13.6	266,235	79,869	18,844	36,002	11,815	47,826	8,806
Woodford	34.9	.0150	30.2	11.5	16.6	16.9	25.1	11.8	135,857	37,352	9,145	1,518	7,255	41,791	1,735
SUBURBAN TOTAL	212.9	.0914	30.5	11.4	17.4	18.3	23.9	74.9	683,714	219,139	83,943	40,858	18,630	127,048	22,991
ROCKFORD	280.5	.1202	30.7	11.9	17.3	17.7	24.9	102.2	1,273,056	293,582	133,122	240,908	62,506	158,014	49,222
Boone	29.4	.0126	30.4	11.0	16.1	19.0	23.7	10.3	96,264	29,194	9,483	6,630	3,775	17,077	3,365
Winnebago	251.1	.1076	30.7	12.0	17.3	17.6	25.0	91.9	1,176,792	264,388	123,639	234,278	58,731	140,937	45,857
● Rockford	138.5	.0594	31.2	12.8	17.3	15.4	28.1	53.2	829,481	231,920	84,351	131,496	51,106	122,370	44,570
SUBURBAN TOTAL	142.0	.0608	30.2	11.0	17.0	20.0	21.8	49.0	443,575	61,662	48,771	109,412	11,400	35,644	4,652
SPRINGFIELD	192.5	.0825	31.9	11.5	17.9	16.9	27.5	76.2	1,009,577	244,342	95,910	172,845	34,681	117,022	48,214
Menard	12.3	.0053	33.3	9.4	15.6	18.3	29.0	4.5	33,387	11,438	2,060	1,393	497	5,592	1,110
Sangamon	180.2	.0772	31.8	11.6	18.1	16.8	27.5	71.7	976,190	232,904	93,850	171,452	34,184	111,430	47,104
● Springfield	101.9	.0437	32.2	12.5	18.6	15.2	29.6	43.2	804,276	194,219	73,559	132,291	27,702	99,686	40,357
SUBURBAN TOTAL	90.6	.0388	31.6	10.3	17.2	18.8	25.4	33.0	205,301	50,123	22,351	40,554	6,979	17,336	7,857
OTHER COUNTIES															
Adams	71.8	.0308	32.8	12.1	15.0	15.9	30.8	27.0	320,403	85,270	34,152	42,226	16,959	43,778	11,568
Quincy	42.4	.0182	34.3	13.6	14.3	14.3	34.7	17.0	293,713	80,880	30,891	41,861	14,491	32,438	11,568
Alexander	12.3	.0053	34.2	10.0	13.3	14.3	34.6	4.8	38,819	8,991	5,682	6,088	1,347	4,745	1,014
Bond	16.7	.0072	32.9	14.4	13.4	15.4	31.8	6.1	48,489	9,525	5,777	1,927	1,290	7,198	1,452
Brown	5.4	.0023	36.9	9.1	13.3	14.6	37.3	2.1	13,122	4,864	1,391	587	550	1,790	351
Bureau	39.3	.0168	33.7	10.3	14.4	16.0	32.0	14.7	161,541	34,775	11,255	22,046	6,806	38,277	3,691
Calhoun	5.9	.0025	36.5	9.9	12.2	16.7	35.1	2.1	17,091	3,955	2,936	578	163	2,258	786
Carroll	18.7	.0081	34.3	10.1	14.6	16.3	32.6	7.0	51,419	10,253	7,131	1,080	2,399	7,910	1,753
Cass	15.3	.0065	33.8	10.0	14.8	16.6	31.6	5.6	50,006	13,090	5,207	1,164	2,594	11,487	1,867
Christian	36.5	.0157	33.8	10.5	14.4	16.6	31.7	14.0	141,264	43,865	10,395	8,030	7,443	18,375	5,281
Clark	17.1	.0073	35.5	10.3	13.7	16.5	34.2	6.7	60,086	15,837	5,287	1,892	895	8,871	1,323
Clay	15.6	.0067	35.4	10.2	13.7	15.4	35.1	6.1	61,510	23,225	3,051	3,247	1,683	11,856	864
Coles	53.4	.0229	28.2	24.0	14.5	14.1	26.0	19.2	274,203	43,224	23,975	49,080	13,862	52,084	11,007
Crawford	21.2	.0091	35.4	10.5	14.5	16.3	34.1	8.2	81,893	28,671	4,285	5,748	1,822	14,084	4,433
Cumberland	11.4	.0049	32.2	11.0	14.6	15.8	30.1	4.3	25,518	5,786	1,856	268	1,358	3,900	287
De Kalb	75.0	.0321	25.3	27.6	15.8	14.2	20.5	25.4	275,849	67,943	35,530	24,320	9,162	40,922	10,598
De Witt	18.5	.0079	33.4	10.5	15.1	17.3	30.3	7.0	95,313	22,617	12,190	2,234	3,358	20,245	1,908
Douglas	20.0	.0086	32.8	11.3	14.6	17.2	29.6	7.4	97,695	24,283	5,767	1,199	9,807	10,797	1,083
Edgar	21.6	.0092	34.9	9.9	14.3	16.3	33.5	8.5	74,640	18,420	4,947	13,923	2,575	12,933	2,201
Edwards	8.2	.0036	34.7	10.7	14.4	15.5	34.0	3.4	28,941	5,873	1,799	208	1,225	6,984	
Effingham	32.8	.0140	30.3	11.9	15.9	15.8	26.6	11.6	228,632	44,945	21,839	20,858	9,879	32,412	4,166
Fayette	22.6	.0097	34.0	11.3	14.3	15.8	32.8	8.3	103,336	32,124	8,283	20,854	2,318	9,718	3,416
Ford	15.0	.0064	35.1	10.3	13.7	16.9	33.2	5.8	71,008	19,135	6,884	1,814	900	10,066	2,498
Franklin	44.6	.0191	36.2	9.8	13.7	16.0	35.5	17.7	163,373	61,297	12,914	7,126	6,832	34,541	4,951
Fulton	44.0	.0189	33.6	10.5	14.7	16.5	31.5	16.5	145,142	45,700	9,432	9,609	8,033	25,123	3,969
Gallatin	7.6	.0033	35.1	9.8	13.6	17.6	32.6	2.9	28,909	6,073	1,191	1,371	2,317	5,752	1,414
Greene	16.6	.0071	34.8	10.5	13.0	15.6	34.2	6.2	40,010	14,606	2,780	1,037	1,452	5,144	2,991
Hamilton	9.3	.0040	38.4	9.9	12.7	16.1	37.8	3.8	33,283	10,104	1,229	2,008	121	5,183	2,077
Hancock	24.0	.0102	34.0	11.0	14.1	16.0	32.7	9.2	53,742	14,437	5,171	905	2,151	13,691	2,228
Hardin	5.5	.0024	36.2	9.0	14.2	16.5	34.9	2.1	10,367	5,358	637	200	352	750	406


Make the right move

THE NEWS-SUN
LAKE COUNTY'S
DAILY NEWSPAPER

ADVERTISE IN LAKE COUNTY, ILLINOIS, WHERE THE E.B.I. IS
$5,723,261,000

For information on how to effectively cover Lake County, Illinois and an up-to-date Fact Folder contact Roy L. Dupuis / General Advertising Manager / 100 W. Madison Street, Waukegan, Illinois 60085 or call 312 / 578-7285.

ILL. (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Henderson	9.4	.0040	32.6	11.1	14.7	17.3	29.0	3.4	13,482	2,285	2,511	403	457	2,682	
Iroquois	32.9	.0141	34.1	10.4	14.2	16.8	31.9	12.3	109,763	27,943	12,280	5,279	4,460	19,658	3,269
Jackson	63.5	.0273	25.1	30.3	17.2	12.4	20.5	23.9	370,736	70,497	40,534	70,829	9,109	51,879	8,771
Jasper	11.6	.0049	32.9	11.4	13.5	15.5	31.7	4.2	38,514	11,310	1,843	1,309	1,259	8,124	501
Jefferson	38.0	.0163	33.2	10.5	15.7	15.9	31.3	15.0	206,264	49,652	16,761	39,783	13,838	33,773	3,067
Jo Daviess	24.0	.0103	31.9	10.4	15.1	16.4	28.9	8.9	57,741	10,771	11,043	1,090	779	7,669	3,678
Johnson	10.0	.0043	34.6	11.2	15.7	17.6	31.8	3.6	24,668	9,974	1,193	1,554	493	3,204	337
Knox	61.7	.0264	33.0	11.9	16.0	16.6	30.1	23.5	307,220	74,980	24,634	47,617	16,523	43,935	13,875
La Salle	111.7	.0479	33.4	11.7	14.5	16.3	31.4	42.8	557,465	138,904	65,837	63,110	29,322	84,239	14,583
Lawrence	17.8	.0076	35.7	10.2	13.9	15.1	35.6	6.8	42,695	10,341	3,713	1,440	2,893	6,133	1,481
Lee	36.0	.0154	31.9	11.7	16.1	16.8	28.3	12.9	122,353	36,319	17,914	10,903	5,082	16,894	2,188
Livingston	41.8	.0179	32.0	13.0	16.0	16.2	29.0	14.4	157,237	45,127	12,835	21,208	5,081	23,318	2,509
Logan	31.7	.0136	33.0	13.4	15.8	16.9	30.0	11.5	144,947	37,558	16,263	15,341	5,992	21,377	4,741
McDonough	37.8	.0162	25.8	29.0	13.9	13.0	24.1	13.0	146,255	32,501	16,443	18,256	7,397	19,312	2,343
Macoupin	50.7	.0218	34.0	10.8	14.3	15.8	32.8	19.1	186,491	49,220	17,380	12,416	5,742	37,898	8,099
Marion	45.7	.0196	33.5	11.0	14.4	16.4	31.4	17.1	235,106	69,339	20,251	25,961	10,359	40,102	4,039
Marshall	14.8	.0063	33.3	10.4	14.6	16.5	31.0	5.4	38,301	11,163	4,128	1,943	577	6,782	1,690
Mason	20.3	.0087	32.4	10.1	15.0	16.9	29.2	7.4	63,938	17,686	7,006	5,916	2,254	9,142	1,638
Massac	15.3	.0066	36.0	10.6	13.5	16.7	34.5	6.0	54,781	12,841	6,713	3,566	927	8,858	3,879
Mercer	19.8	.0084	32.3	10.1	15.0	18.4	27.6	7.1	49,265	14,111	3,938	637	1,987	6,137	1,561
☐ Monroe	20.5	.0088	32.8	11.4	14.4	18.0	28.8	7.2	54,637	17,519	6,074	2,028	1,754	8,975	1,664
Montgomery	32.9	.0141	34.6	10.5	14.1	15.3	34.2	12.2	139,644	35,566	13,227	15,318	3,942	28,455	4,504
Morgan	38.0	.0163	32.4	13.4	15.0	16.5	29.6	14.1	197,555	50,564	17,733	25,357	4,620	33,795	6,281
Moultrie	14.9	.0064	34.0	10.4	15.0	16.9	31.6	5.3	34,655	8,222	4,627	1,302	1,442	6,699	1,652
Ogle	47.1	.0202	31.6	11.0	15.4	18.4	26.5	17.2	130,985	39,348	12,681	5,068	2,877	20,767	6,377
Perry	22.2	.0095	33.6	10.1	15.0	16.0	32.0	8.4	80,894	27,425	7,401	5,018	2,581	7,254	3,358
Piatt	16.9	.0073	32.7	9.9	15.9	18.5	27.8	6.2	56,039	14,386	4,769	401	2,488	19,846	1,717
Pike	18.8	.0080	36.5	9.4	13.7	15.8	36.0	7.4	61,352	14,122	4,986	2,319	1,149	10,354	2,051
Pope	4.5	.0019	34.6	12.5	12.2	16.1	33.5	1.7	4,451	1,126	442	33	60	1,822	193
Pulaski	8.9	.0039	34.6	10.1	11.9	13.6	35.9	3.3	16,082	5,537	964	267	411	946	256
Putnam	6.4	.0027	31.2	11.3	16.4	17.3	26.5	2.2	14,851	4,770	787		328	2,177	336
Randolph	36.8	.0158	32.0	12.7	17.4	15.9	29.0	12.3	133,455	37,908	9,961	11,163	6,771	22,756	1,548
Richland	17.8	.0076	33.6	12.0	14.6	17.1	30.9	7.0	83,992	25,922	6,275	5,451	3,831	11,754	1,621
Saline	29.1	.0125	37.6	10.2	13.4	16.5	36.5	12.0	131,730	44,710	9,445	15,591	6,048	14,298	7,143
Schuyler	8.4	.0036	35.3	9.4	14.8	16.0	34.3	3.2	30,991	6,137	2,014	709	1,906	3,242	5,455
Scott	6.2	.0027	35.1	11.3	13.2	16.2	33.9	2.3	18,971	3,850	1,581	244	519	7,951	447
Shelby	24.3	.0104	33.9	10.3	13.9	16.6	31.9	8.9	69,825	19,078	4,084	2,871	2,276	10,420	2,128
Stark	7.4	.0032	33.7	10.2	14.1	16.2	32.0	2.7	16,904	5,204	2,003	243	132	4,269	487
Stephenson	49.6	.0212	32.7	11.5	15.3	16.9	29.5	18.8	195,022	53,295	16,896	31,108	9,303	27,092	5,565
Union	18.2	.0078	38.9	8.5	15.1	15.6	38.9	7.3	65,701	20,150	4,875	1,383	2,720	16,913	3,118
Vermilion	94.5	.0405	32.4	11.2	15.5	16.7	29.3	35.9	384,734	102,229	41,655	49,508	15,246	55,163	16,133
Wabash	14.0	.0060	32.5	12.1	15.3	15.8	30.4	5.3	70,489	14,313	7,348	2,266	1,498	18,912	2,426
Warren	22.1	.0094	32.2	12.6	14.4	16.2	29.8	8.1	92,233	21,974	6,916	10,778	3,726	25,912	3,786
Washington	16.0	.0069	35.3	9.8	13.9	15.3	35.1	5.8	45,546	13,108	2,870	2,451	1,132	12,021	1,955
Wayne	18.3	.0078	36.5	10.4	12.9	16.2	35.5	7.3	84,321	21,719	4,284	3,973	2,962	15,662	1,527
White	18.1	.0078	37.8	10.0	13.9	16.5	36.8	7.2	91,074	16,378	4,719	5,938	3,122	24,220	3,136
Whiteside	66.5	.0285	30.9	11.8	15.6	16.9	26.7	24.0	287,700	48,137	20,310	50,953	14,697	45,734	11,634
Williamson	58.6	.0252	34.1	10.6	16.2	17.3	31.2	23.0	248,835	69,399	18,118	24,411	12,979	37,182	10,100
TOTAL METRO COUNTIES	**9,372.6**	**4.0175**	**30.7**	**12.8**	**17.3**	**17.6**	**25.0**	**3,266.8**	**44,798,039**	**10,038,923**	**4,880,808**	**6,405,278**	**1,837,540**	**6,293,956**	**1,836,904**
TOTAL STATE	**11,489.5**	**4.9249**	**31.0**	**12.8**	**16.9**	**17.3**	**26.0**	**4,157.9**	**53,308,896**	**12,220,268**	**5,667,972**	**7,279,590**	**2,190,690**	**7,691,562**	**2,113,672**

ILL.
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALTON - GRANITE CITY	**2,352,056**	**22,584**	**24.0**	**35.7**	**16.3**	**4.6**	**.1100**
Jersey	163,294	20,831	28.6	37.5	11.3	3.6	.0071
Madison	2,188,762	22,747	23.7	35.4	16.7	4.7	.1029
● Alton	269,292	18,085	27.2	31.8	10.6	2.7	.0157
● Granite City	318,590	22,181	23.2	34.7	16.1	4.4	.0155
SUBURBAN TOTAL	1,764,174	23,458	23.5	36.5	17.5	5.0	.0788
AURORA - ELGIN	**3,545,408**	**29,592**	**17.9**	**34.7**	**24.7**	**12.4**	**.1578**
Kane	3,116,446	29,398	18.3	34.4	24.1	12.8	.1422
● Aurora	845,300	26,943	20.5	35.5	21.6	9.3	.0469
● Elgin	700,795	26,187	21.8	35.8	20.3	9.0	.0343
Kendall	428,962	30,889	14.6	37.0	29.3	10.2	.0156
SUBURBAN TOTAL	1,999,313	32,402	14.9	34.1	28.1	15.4	.0766

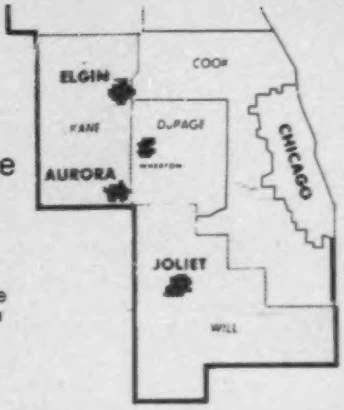
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BLOOMINGTON - NORMAL	**1,223,043**	**24,226**	**24.2**	**32.4**	**18.5**	**8.6**	**.0559**
McLean	1,223,043	24,226	24.2	32.4	18.5	8.6	.0559
● Bloomington	472,600	21,005	27.5	30.9	14.2	7.4	.0262
● Normal	333,075	26,103	22.5	31.1	22.2	9.8	.0138
SUBURBAN TOTAL	417,368	26,885	21.2	35.5	21.2	9.2	.0159
CHAMPAIGN - URBANA - RANTOUL	**1,547,702**	**20,937**	**27.0**	**30.7**	**14.8**	**6.8**	**.0730**
Champaign	1,547,702	20,937	27.0	30.7	14.8	6.8	.0730
● Champaign	533,461	19,042	26.0	28.4	13.0	6.4	.0290
● Rantoul	149,145	18,592	39.5	29.5	12.3	3.3	.0075
● Urbana	310,002	18,605	28.1	26.7	13.6	6.3	.0129
SUBURBAN TOTAL	555,064	24,959	24.0	36.1	18.3	8.6	.0236

A MARKET APART . . .

One-third of the Chicago SMSA is not effectively covered by the Chicago Tribune and Chicago Sun-Times.



. . . to reach that important market segment in Kane and Will counties, you need the reach of Greater Chicago Newspapers:

- ★ 1 out of every 2 adults with household incomes $25,000+
- ★ more than two-thirds of the people between the ages of 25 to 44
- ★ More than two-thirds of all adults in Kane and Will counties
- ★ almost twice as many adults as the Tribune or Sun-Times who are college graduates or better
- ★ twice as many people as the Tribune and Sun-Times who have traveled by airplane (domestic) in the past 12 months
- ★ over 58% of the professional/technical people in Kane and Will counties

Greater Chicago Newspapers

deliver 53% coverage of the suburban two-county "MARKET APART" not reached by the Chicago Sun-Times and the Chicago Tribune.

- ● 679,000 POPULATION
- ● 207,100 HOUSEHOLDS

53% Greater Chicago Newspapers

17% Tribune

9% Sun-Times

NEWSPAPER COVERAGE
OF KANE & WILL COUNTIES
679,000 POPULATION

Represented nationally by Sawyer, Ferguson, Walker Co., Inc.

- ★ **96% Home Delivery**
- ★ **22% Group Rate Discount**
- ★ **NewsPlan Discounts**
- ★ **SAU Price Structure**

* Scarborough Report—1978

ILL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHICAGO	**64,195,860**	**26,469**	**19.7**	**30.3**	**20.2**	**12.6**	**2.7960**
Cook	52,796,576	24,936	20.8	30.2	18.8	11.2	2.3145
Arlington Heights	895,943	37,654	12.0	26.7	30.6	25.5	.0366
Berwyn	514,477	23,628	23.9	32.4	17.7	8.4	.0211
● Chicago	25,807,971	20,168	23.8	28.8	14.3	7.3	1.1303
● Chicago Heights	309,248	24,004	21.1	31.9	19.7	7.2	.0169
Cicero	582,021	21,809	26.6	33.1	15.3	5.9	.0230
Des Plaines	654,087	32,337	16.2	32.6	28.4	15.2	.0315
● Evanston	954,981	27,900	20.5	31.3	19.4	17.1	.0400
Mount Prospect	683,840	34,202	13.7	31.8	28.7	19.3	.0310
Oak Lawn	701,888	30,897	16.9	32.2	26.3	14.8	.0359
Oak Park	665,974	26,543	22.2	31.9	20.7	12.5	.0257
Schaumburg	665,593	33,244	14.3	35.9	32.2	12.9	.0422
Skokie	832,893	34,621	15.9	28.0	25.8	23.4	.0410
Du Page	9,488,204	36,589	11.8	29.2	29.9	23.8	.4087
Downers Grove	661,133	36,839	13.6	26.8	29.6	24.2	.0271
Elmhurst	586,699	36,641	13.2	28.8	28.2	25.2	.0227
Naperville	660,347	44,226	8.7	18.4	31.1	38.0	.0301
Wheaton	651,507	37,044	12.5	28.2	28.6	26.0	.0247
McHenry	1,711,080	30,276	17.2	34.9	25.4	12.8	.0728
SUBURBAN TOTAL	37,123,660	32,409	15.3	31.8	26.4	18.1	1.6088
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*84,125,941*	*26,987*	*19.3*	*31.3*	*28.7*	*12.4*	*3.6557*
DAVENPORT - ROCK ISLAND - MOLINE	**4,196,586**	**27,229**	**19.5**	**33.5**	**21.9**	**10.5**	**.1834**
Henry	595,162	26,048	20.6	33.9	20.1	9.4	.0250
Rock Island	1,883,852	28,047	18.2	32.0	22.9	12.3	.0796
● Moline	572,369	28,167	18.3	32.1	22.5	13.7	.0281
● Rock Island	516,326	25,151	21.5	30.3	19.9	10.7	.0198
Scott, Iowa	*1,717,571*	*26,865*	*20.2*	*35.3*	*21.5*	*9.0*	*.0788*
● Davenport	*1,068,999*	*24,540*	*22.7*	*35.0*	*18.2*	*7.4*	*.0518*
SUBURBAN TOTAL	2,040,891	29,088	17.3	34.1	24.5	11.3	.0837
DECATUR	**1,376,276**	**25,110**	**20.6**	**34.4**	**19.3**	**8.9**	**.0607**
Macon	1,376,276	25,110	20.6	34.4	19.3	8.9	.0607
● Decatur	991,929	23,511	22.2	33.0	17.3	8.6	.0471
SUBURBAN TOTAL	384,347	29,354	16.1	38.7	25.0	9.6	.0136
EAST ST. LOUIS - BELLEVILLE	**2,511,165**	**21,730**	**22.9**	**30.8**	**16.4**	**6.7**	**.1162**
Clinton	282,475	22,491	24.9	35.9	15.4	5.7	.0121
St. Clair	2,228,690	21,609	22.6	30.3	16.5	6.8	.1041
● Belleville	424,18[illegible]	22,186	25.0	31.0	16.9	7.3	.0229
● East St. Louis	[illegible]57,24[illegible]	10,676	21.9	18.6	8.5	3.1	.0141
SUBURBAN TOTAL	1,829,741	[illegible]3,834	22.7	33.6	18.1	7.4	.0792
JOLIET	**3,830,911**	**30,123**	**16.1**	**35.5**	**26.0**	**11.2**	**.1533**
Grundy	314,999	27,007	20.2	36.8	22.6	6.9	.0138
Will	3,515,912	30,421	15.7	35.4	26.3	11.6	.1395
● Joliet	767,015	24,932	20.9	31.8	18.7	9.2	.0396
SUBURBAN TOTAL	3,063,896	31,360	14.7	36.6	28.1	11.8	.1137
KANKAKEE	**931,439**	**22,985**	**23.3**	**35.1**	**16.0**	**6.5**	**.0427**
Kankakee	931,439	22,985	23.3	35.1	16.0	6.5	.0427
● Kankakee	262,750	19,[illegible]1	26.2	32.3	11.3	5.9	.0155
SUBURBAN TOTAL	668,689	24,375	21.9	36.5	18.1	6.8	.0272
LAKE COUNTY	**5,723,261**	**32,901**	**15.5**	**29.5**	**24.3**	**21**[illegible]	[illegible]
Lake	5,723,261	32,901	15.5	29.5	24.3	2[illegible]	[illegible]
● North Chicago	289,694	21,231	31.6	35.9	13.1	5.2	.0110
● Waukegan	698,128	25,453	22.5	33.1	20.9	8.4	.0362
SUBURBAN TOTAL	4,735,439	35,374	13.0	28.5	25.7	25.0	.1853
PEORIA	**4,033,609**	**27,294**	**18.9**	**34.3**	**21.0**	**11.7**	**.1761**
Peoria	2,190,743	26,123	20.1	32.8	19.6	11.5	.0985
● Peoria	1,357,124	24,601	21.3	30.5	17.6	12.2	.0672
Tazewell	1,496,662	28,832	17.2	35.8	23.0	12.3	.0629
● Pekin	369,241	25,030	22.1	31.6	20.4	9.0	.0188
Woodford	346,204	27,706	18.2	38.4	21.9	1.8	.0147
SUBURBAN TOTAL	2,307,244	29,023	16.8	37.2	23.4	11.8	.0901
ROCKFORD	**2,857,033**	**26,457**	**20.1**	**36.3**	**20.7**	**8.1**	**.1246**
Boone	278,959	26,286	20.7	37.8	21.4	6.0	.0116
Winnebago	2,578,074	26,476	20.0	36.2	20.6	8.4	.1130
● Rockford	1,413,243	24,293	22.3	34.9	17.8	7.4	.0671
SUBURBAN TOTAL	1,443,790	28,598	17.6	37.9	23.9	8.9	.0575
SPRINGFIELD	**1,928,540**	**22,709**	**25.1**	**34.2**	**16.5**	**6.4**	**.0884**
Menard	105,711	22,365	25.3	39.4	13.2	3.7	.0044
Sangamon	1,822,829	22,733	25.1	33.8	16.7	6.6	.0840
● Springfield	1,045,604	21,069	26.5	31.7	14.9	6.3	.0548
SUBURBAN TOTAL	882,936	24,753	23.2	37.4	18.6	6.6	.0336
OTHER COUNTIES							
Adams	603,565	19,763	27.9	34.3	10.7	4.3	.0288
Quincy	365,697	18,251	29.5	31.5	9.6	4.1	.0201
Alexander	77,402	12,493	25.7	24.7	4.6	2.5	.0039
Bond	133,496	18,423	27.0	30.1	11.4	4.9	.0058
Brown	40,430	16,149	30.5	26.8	7.7	3.9	.0017
Bureau	373,195	22,753	25.0	35.2	14.9	7.1	.0164
Calhoun	39,409	16,150	29.7	29.1	7.8	2.6	.0020
Carroll	155,934	19,784	29.7	33.3	11.2	4.6	.0065
Cass	136,617	22,409	23.4	34.5	15.4	5.5	.0059
Christian	339,263	21,569	26.0	31.8	15.9	6.2	.0147
Clark	135,442	17,237	30.7	30.0	8.0	3.9	.0063
Clay	124,128	17,387	31.0	28.5	10.2	3.6	.0059
Coles	467,415	20,240	27.7	31.3	13.0	6.3	.0228
Crawford	201,504	21,825	25.9	32.7	15.3	6.5	.0087
Cumberland	87,353	18,115	31.9	32.6	8.0	3.5	.0037
De Kalb	703,037	24,056	23.1	34.7	17.7	7.4	.0301
De Witt	202,855	27,019	17.2	32.8	21.8	10.5	.0089
Douglas	192,810	24,113	24.3	35.8	16.6	7.2	.0088
Edgar	180,935	18,040	28.5	30.1	9.9	5.0	.0079
Edwards	85,751	22,458	26.6	32.9	15.4	7.0	.0035
Effingham	277,369	21,084	27.7	32.8	14.4	5.4	.0154
Fayette	179,943	18,071	31.3	29.5	10.6	4.4	.0090
Ford	133,363	20,348	31.1	35.2	11.3	4.5	.0062
Franklin	313,232	14,375	30.1	26.4	7.2	2.1	.0155
Fulton	342,437	19,131	28.3	34.4	10.3	2.7	.0156
Gallatin	59,444	17,122	27.6	27.7	10.1	5.0	.0029
Greene	109,467	15,375	34.0	26.8	6.3	2.1	.0050
Hamilton	89,075	19,989	25.6	29.6	13.2	7.1	.0038
Hancock	191,222	18,532	30.6	32.8	9.6	3.1	.0080
Hardin	31,427	12,628	32.8	21.7	3.9	1.2	.0015
Henderson	68,715	18,657	29.3	34.5	8.5	2.9	.0028

Next to the top in Illinois.

REACH ROCKFORD!

• 280,500 POP (Metro Area) • $27,950 Average Household Income • 3 Billion Total EBI • 44 Million Travel Dollars • 1½ Billion Retail Sales • 293 Million Food Sales

in the Rockford Register Star

• 130,000 Readers Daily • 67% Penetration • 137,000 Readers Sunday • 70% Penetration in the Metro Area

Represented By GNAS

For Further Information: Call Catharine Jones, Sales Development Manager, 99 E. State St., Rockford, IL 61105, (815) 987-1301

Sources: 1983 S & MM Survey Buying Power, 1983 World Travel Directory, 1983 Circulation

MAJOR NEWS-SECTION ENVIRONMENTS FOR REGIONALIZED ADVERTISING

THE NEW CHICAGOLAND PRECISION MARKETING PROGRAM

Chicago Tribune Precision Marketing opens high readership, major sections to geographically regionalized advertising. This unprecedented opportunity to position quality regionalized advertising within significant, appropriate news and feature sections is the product of the advanced technological capabilities of our new computerized printing and distribution plant, Freedom Center.

Now you can reach the demographically desirable Chicago Tribune audience with regionalized advertising in Sunday Business, Sunday Tempo, Sunday Home, and Thursday Food Guide with special real estate opportunities in the Saturday Home Guide and the Sunday Real Estate and Rental Guide. Automotive display advertising is regionalized on Thursday, Saturday and Sunday. All in addition to already available City-Trib, Suburban Trib, and Monday's Sports Extra.

Precision Marketing offers the flexibility you need to match the ideal target audience to an environment of first-rate editorial content with superb offset reproduction and sophisticated distribution at efficient costs.

For all details call your Tribune representative.

Chicago Tribune

thing . . . covers central Indiana

Indianapolis

- Anderson Bulletin & Herald
- Kokomo Tribune
- Lafayette Journal & Courier
- Marion Chronicle—Tribune

10% GROUP DISCOUNT
ONE ORDER—ONE BILL

THE HOOSIER INDIANA NEWSPAPER GROUP

- A four newspaper buy with 57% H.H. coverage of 10 counties in the Indianapolis A.D.I.
- $23,700 ave. H.H. income
- Indianapolis newspapers provide only 9.9% coverage of same counties
- 3rd largest circulation newspaper buy available in the State of Indiana

CONTACT BRANHAM NEWSPAPER SALES OR GANNETT NEWSPAPER ADVERTISING SALES.

ILL. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Iroquois	278,518	20,193	28.4	34.7	10.8	5.1	.0123
Jackson	540,144	17,048	27.3	24.3	12.4	6.2	.0279
Jasper	88,272	17,685	31.0	29.2	10.2	4.4	.0042
Jefferson	345,664	19,891	25.7	31.8	12.5	5.4	.0168
Jo Daviess	191,387	19,571	30.0	35.8	9.9	3.0	.0080
Johnson	66,282	15,748	32.3	27.4	7.6	2.3	.0030
Knox	572,046	21,730	26.5	28.3	14.5	4.8	.0269
La Salle	1,113,577	24,173	22.4	36.2	17.5	6.6	.0503
Lawrence	145,986	18,765	26.4	32.4	11.0	3.5	.0061
Lee	346,488	24,718	23.4	35.8	17.6	7.7	.0144
Livingston	387,190	24,352	22.4	37.1	16.9	7.7	.0168
Logan	292,924	22,604	25.4	35.1	16.1	5.6	.0134
McDonough	298,840	18,026	28.2	28.5	11.8	4.5	.0142
Macoupin	398,897	18,872	27.7	33.0	11.1	2.9	.0187
Marion	373,931	19,005	28.3	31.4	11.8	4.3	.0189
Marshall	132,856	23,089	22.1	37.9	14.5	6.0	.0055
Mason	170,600	21,063	25.1	35.2	12.6	5.3	.0073
Massac	113,552	16,308	28.7	28.7	9.0	2.5	.0055
Mercer	183,214	24,071	22.4	33.6	18.1	7.2	.0072
☐ Monroe	178,618	23,484	23.3	37.2	15.8	5.6	.0074
Montgomery	258,480	18,389	28.7	31.0	10.6	4.2	.0126
Morgan	335,563	20,212	28.2	32.3	13.0	5.2	.0163
Moultrie	126,842	21,915	25.4	36.3	13.0	5.7	.0052
Ogle	471,997	26,012	21.2	36.7	19.3	7.6	.0185
Perry	184,033	19,289	27.4	31.1	13.6	3.7	.0083

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Piatt	142,690	21,261	28.1	38.5	11.2	4.3	.0062
Pike	138,097	15,589	33.1	26.6	6.7	3.0	.0065
Pope	25,827	12,871	34.3	21.4	4.6	.2	.0011
Pulaski	50,007	12,065	29.9	20.4	5.5	1.3	.0025
Putnam	60,361	27,228	18.7	36.2	21.6	9.0	.0023
Randolph	274,844	20,304	27.0	35.6	12.4	2.8	.0131
Richland	162,201	20,152	27.0	32.6	12.6	5.2	.0075
Saline	219,371	14,655	29.3	25.5	8.3	2.7	.0112
Schuyler	68,535	18,952	27.2	32.3	10.8	4.3	.0031
Scott	44,849	17,597	30.2	30.7	8.5	2.7	.0021
Shelby	192,054	19,404	28.2	33.7	10.6	3.9	.0083
Stark	80,096	27,118	17.4	34.1	19.9	12.2	.0031
Stephenson	451,476	21,802	26.8	36.0	14.6	4.4	.0199
Union	146,606	16,371	33.4	27.3	6.7	5.0	.0067
Vermilion	815,614	20,473	21.8	34.0	13.2	4.3	.0374
Wabash	118,947	20,139	25.4	35.4	10.7	4.3	.0059
Warren	193,953	20,756	26.9	32.8	13.4	5.8	.0088
Washington	131,137	20,117	26.7	33.1	11.9	5.2	.0058
Wayne	147,002	16,995	31.2	29.0	8.8	3.5	.0072
White	180,983	21,018	27.3	30.6	12.8	8.9	.0081
Whiteside	608,580	24,059	23.4	36.4	18.2	5.1	.0277
Williamson	448,751	17,157	30.0	31.5	8.4	2.4	.0220
TOTAL METRO COUNTIES	98,713,938	26,493	19.8	31.4	20.4	11.9	4.2992
TOTAL STATE	116,918,484	25,146	21.2	31.6	18.9	10.6	5.1280

INDIANA

IND.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	138.1	.0592	31.2	11.6	16.3	17.9	25.9	50.8	573,834	140,160	58,585	85,255	19,799	105,756	32,066
Madison	138.1	.0592	31.2	11.6	16.3	17.9	25.9	50.8	573,834	140,160	58,585	85,255	19,799	105,756	32,066
● Anderson	63.2	.0271	31.4	13.2	15.6	15.8	28.6	24.7	290,447	50,791	42,359	49,527	15,772	39,293	13,995
SUBURBAN TOTAL	74.9	.0321	31.1	10.3	16.9	19.6	23.8	26.1	283,387	89,369	16,226	35,728	4,027	66,463	18,071

BLOOMINGTON—BEDFORD
Home Counties and % Reach Only
of Trade Area Counties measures:

165,200 People
59,700 Households
$1,276,494,000 E.B.I.,
626,932,000 Retail Sales
168,975,000 Food Sales
62,506,000 Eat & Drink

(c) S&MM/S SP, July '83

We Can Brighten Your Sales and Share This Year in South Central Indiana!

Our balanced industry leads Indiana in Productivity. Our quality of life is significant in desirable lifestyle definitions . . . highlighted by citizen-community involvement, arts, culture, education, recreation, sports. We're younger than the Indiana age averages, above the average in education . . . more professionals, thought-leaders and skilled . . . and have just about everything that speaks of up-scale lifestyles and consumers who enjoy life.

THIS IS AN INDIANA MARKET THAT CONTINUES TO GROW!

Represented Nationally
by LANDON ASSOCIATES

Circulation Up Again!
Comb. Daily 42,128
Sunday 43,073
ABC FAS FAX 3/31/83

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON—BEDFORD
Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

IND. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON	**101.3**	**.0434**	**25.3**	**29.5**	**18.9**	**14.1**	**17.5**	**36.1**	**408,135**	**100,321**	**45,653**	**52,243**	**16,029**	**49,183**	**20,979**
Monroe	101.3	.0434	25.3	29.5	18.9	14.1	17.5	36.1	408,135	100,321	45,653	52,243	16,029	49,183	20,979
• Bloomington	54.4	.0233	23.8	44.3	17.8	10.1	14.5	18.4	371,413	83,506	41,539	52,168	15,779	48,242	18,841
SUBURBAN TOTAL	46.9	.0201	29.9	12.3	20.2	18.8	21.0	17.7	36,722	16,815	4,114	75	250	941	2,138
ELKHART - GOSHEN	**139.6**	**.0598**	**30.1**	**11.6**	**17.9**	**17.7**	**23.5**	**50.1**	**758,343**	**175,728**	**81,614**	**95,143**	**24,150**	**164,926**	**43,097**
Elkhart	139.6	.0598	30.1	11.6	17.9	17.7	23.5	50.1	758,343	175,728	81,614	95,143	24,150	164,926	43,097
• Elkhart	40.9	.0175	30.7	12.5	18.0	15.2	27.0	16.2	472,045	99,690	50,702	76,777	9,496	110,274	30,327
• Goshen	20.2	.0087	30.3	16.3	17.0	15.2	26.8	7.7	125,172	35,828	12,791	4,734	3,988	24,667	7,486
SUBURBAN TOTAL	78.5	.0336	29.7	10.0	17.9	19.7	20.8	26.2	161,126	40,210	18,121	13,630	10,666	29,985	5,284
EVANSVILLE	**282.1**	**.1209**	**31.7**	**12.5**	**16.7**	**16.9**	**27.6**	**106.5**	**1,383,850**	**312,084**	**148,654**	**171,802**	**66,702**	**207,084**	**51,311**
Posey	27.8	.0119	30.3	11.7	17.2	17.7	24.2	9.7	69,360	16,245	7,537	3,810	2,652	16,040	3,359
Vanderburgh	166.8	.0715	32.7	13.4	16.1	15.9	30.4	65.8	985,072	204,714	122,089	149,279	53,179	129,535	38,163
• Evansville	129.4	.0555	32.9	13.9	16.1	14.7	32.0	52.5	918,632	189,621	113,963	138,262	52,412	127,713	36,137
Warrick	45.5	.0195	29.8	10.5	18.1	19.4	21.2	15.4	117,685	42,949	6,290	3,550	785	24,840	3,724
Henderson, Ky.	*42.0*	*.0180*	*31.0*	*11.8*	*16.8*	*17.3*	*26.0*	*15.6*	*211,733*	*48,176*	*12,738*	*15,163*	*10,086*	*36,669*	*6,065*
SUBURBAN TOTAL	152.7	.0654	30.7	11.4	17.1	18.7	23.9	54.0	465,218	122,463	34,691	33,540	14,290	79,371	15,174
FORT WAYNE	**357.7**	**.1534**	**29.7**	**12.5**	**17.7**	**17.0**	**23.7**	**129.1**	**1,749,133**	**376,517**	**211,946**	**289,599**	**64,533**	**269,620**	**69,263**
Allen	296.8	.1273	29.6	12.7	18.0	16.9	23.4	107.9	1,539,363	305,464	193,150	279,345	59,335	228,962	58,106
• Fort Wayne	173.0	.0742	30.0	14.4	18.1	14.6	26.3	68.0	1,070,125	177,419	146,517	234,462	48,496	173,384	45,140
De Kalb	34.1	.0146	30.1	11.4	16.3	17.1	24.9	11.8	116,991	42,970	11,076	6,636	2,878	20,629	5,594
Whitley	26.8	.0115	30.8	11.4	16.3	17.0	26.1	9.4	92,779	28,083	7,720	3,618	2,320	20,029	5,563
SUBURBAN TOTAL	184.7	.0792	29.5	10.7	17.4	19.1	21.4	61.1	679,008	199,098	65,429	55,137	16,037	96,236	24,123
GARY - HAMMOND	**641.7**	**.2751**	**29.2**	**12.9**	**16.6**	**17.2**	**23.2**	**219.5**	**2,990,658**	**786,938**	**329,908**	**353,280**	**109,490**	**417,463**	**138,984**
Lake	512.9	.2199	29.5	12.7	16.1	16.9	24.3	176.3	2,572,698	664,988	270,827	310,561	97,257	369,941	113,651
• East Chicago	38.3	.0164	29.3	13.7	14.2	14.5	27.4	13.5	110,632	26,749	13,739	1,248	3,693	19,493	6,612
• Gary	147.1	.0631	27.3	13.0	15.6	15.3	22.7	49.2	302,007	71,774	35,713	32,015	14,475	53,000	13,335
• Hammond	90.9	.0390	30.8	13.5	16.3	15.0	28.2	34.1	450,235	108,620	65,686	45,234	22,327	39,529	15,438
Porter	128.8	.0552	28.3	13.7	18.6	18.5	19.0	43.2	417,960	121,950	59,081	42,719	12,233	47,522	25,333
SUBURBAN TOTAL	365.4	.1566	29.6	12.7	17.1	18.9	21.8	122.7	2,127,784	579,795	214,770	274,783	68,995	305,441	103,599

The Elkhart Truth — The "BIGGER MAGNET" Ad Buy!!
IF YOU'RE NOT BUYING THE TRUTH, YOU'RE NOT COVERED.

What Makes Our Market Rich?
RETAIL SALES PER HOUSEHOLD OF $24,323*
and that's over 66% GREATER than South Bend. S & MM Metro Market Ranking Per Household Retail Sales: Elkhart Ranked 80th...South Bend 197th. Only the Elkhart Truth covers Elkhart with over 75% household penetration compared to South Bend Tribune's 11%.

Elkhart: by Far The Richest County in Michiana! Covered ONLY BY The Elkhart Truth
It's really simple, Richest Market, Greatest penetration...the correct answer is in The Truth for the "Bigger Magnet." Add us to your next schedule.

The Elkhart Truth
Represented by BRANHAM Newspaper Sales

*S & MMs survey of Buying Power, July 1982

Call (219)294-1661 ext. 262 for Market Presentation

IND. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
INDIANAPOLIS	**1,179.2**	**.5053**	**30.4**	**12.4**	**17.6**	**17.8**	**24.1**	**434.6**	**6,288,115**	**1,379,876**	**593,967**	**870,236**	**205,950**	**912,653**	**260,490**
Boone	38.1	.0163	31.9	10.2	16.4	19.6	25.3	13.4	170,213	41,051	14,805	8,768	4,327	23,379	8,137
Hamilton	90.1	.0386	30.7	9.4	17.5	21.9	20.5	30.5	287,489	80,667	32,271	5,216	12,465	50,002	17,916
Hancock	46.1	.0198	30.3	10.1	16.7	20.8	21.4	15.5	128,106	36,051	9,561	7,705	3,927	20,219	9,063
Hendricks	73.9	.0316	30.0	10.5	17.8	20.4	20.8	24.4	227,239	63,298	16,526	5,467	5,048	36,044	15,303
Johnson	81.6	.0349	29.5	12.0	17.6	19.1	21.3	27.6	344,624	67,030	25,128	82,285	8,715	50,260	16,907
Marion	755.5	.3239	30.4	13.4	18.0	16.5	25.3	290.8	4,804,661	996,548	465,471	736,905	161,734	681,965	178,700
● Indianapolis	691.4	.2964	30.3	13.3	18.0	16.4	25.1	265.2	4,586,813	930,587	442,893	716,698	155,924	656,597	169,740
Morgan	53.7	.0230	30.0	10.7	16.5	19.8	22.0	18.2	161,744	56,964	17,123	11,922	4,982	21,425	7,806
Shelby	40.2	.0172	31.0	10.9	16.0	18.1	25.5	14.2	164,039	38,267	13,082	11,948	4,732	29,359	6,658
SUBURBAN TOTAL	487.8	.2089	30.5	11.1	17.3	19.7	22.5	169.4	1,701,302	449,289	151,074	153,538	50,026	256,056	90,750
KOKOMO	**103.7**	**.0444**	**30.7**	**11.2**	**16.5**	**19.1**	**23.8**	**38.3**	**497,051**	**114,315**	**49,305**	**82,259**	**18,789**	**79,925**	**24,704**
Howard	87.0	.0372	30.4	11.4	16.6	19.2	23.2	32.1	446,692	97,410	45,054	79,963	18,213	70,579	21,883
● Kokomo	48.1	.0206	30.7	12.3	16.9	16.6	26.2	18.9	431,625	94,858	44,102	79,342	16,593	68,785	21,310
Tipton	16.7	.0072	32.2	10.5	15.5	18.6	27.1	6.2	50,359	16,905	4,251	2,296	576	9,346	2,821
SUBURBAN TOTAL	55.6	.0238	30.7	10.3	16.2	21.3	21.7	19.4	65,426	19,457	5,203	2,917	2,196	11,140	3,394
LAFAYETTE	**123.5**	**.0529**	**25.3**	**27.5**	**17.2**	**14.0**	**19.4**	**42.7**	**578,118**	**121,796**	**67,190**	**122,813**	**30,056**	**71,813**	**30,850**
Tippecanoe	123.5	.0529	25.3	27.5	17.2	14.0	19.4	42.7	578,118	121,796	67,190	122,813	30,056	71,813	30,850
● Lafayette	42.6	.0183	30.8	14.3	19.2	15.4	26.6	17.5	423,409	98,003	39,241	98,450	22,918	55,685	22,731
SUBURBAN TOTAL	80.9	.0346	24.0	34.4	16.1	13.1	15.8	25.2	154,709	23,793	27,949	24,363	7,138	16,128	8,119
MUNCIE	**126.6**	**.0542**	**29.1**	**18.1**	**15.4**	**16.8**	**24.0**	**45.1**	**603,401**	**136,014**	**62,946**	**76,419**	**24,089**	**117,097**	**36,035**
Delaware	126.6	.0542	29.1	18.1	15.4	16.8	24.0	45.1	603,401	136,014	62,946	76,419	24,089	117,097	36,035
● Muncie	76.8	.0329	27.3	23.7	14.8	13.9	24.7	28.0	444,388	92,101	52,654	75,447	17,700	77,700	34,377
SUBURBAN TOTAL	49.8	.0213	31.5	9.3	16.8	21.3	22.8	17.1	159,013	43,913	10,292	972	6,389	39,397	1,658
SOUTH BEND - MISHAWAKA	**238.8**	**.1024**	**31.2**	**14.0**	**16.3**	**15.7**	**28.1**	**88.0**	**1,177,913**	**265,990**	**135,365**	**190,162**	**48,324**	**178,471**	**52,104**
St. Joseph	238.8	.1024	31.2	14.0	16.3	15.7	28.1	88.0	1,177,913	265,990	135,365	190,162	48,324	178,471	52,104
● Mishawaka	40.3	.0173	31.2	13.6	18.2	14.8	28.3	16.9	291,073	77,136	34,706	33,501	11,548	65,702	11,500
● South Bend	106.4	.0456	32.4	12.1	16.9	13.4	32.1	42.1	678,892	119,646	72,619	151,849	27,210	92,501	26,635
SUBURBAN TOTAL	92.1	.0395	29.6	16.4	14.9	18.7	23.3	29.0	207,948	69,208	28,040	4,812	9,566	20,268	13,969
TERRE HAUTE	**136.5**	**.0584**	**31.3**	**15.9**	**15.5**	**15.1**	**29.1**	**50.3**	**874,433**	**142,594**	**64,815**	**120,948**	**24,283**	**108,389**	**33,770**
Clay	25.1	.0107	33.6	11.0	14.6	16.3	31.6	9.4	115,701	24,075	5,669	5,632	1,403	27,997	6,410
Vigo	111.4	.0477	30.8	17.1	15.7	14.8	28.6	40.9	758,732	118,519	59,146	115,316	22,880	80,392	27,360
● Terre Haute	59.6	.0255	30.5	20.6	14.3	12.0	31.5	23.0	580,041	116,179	40,955	68,797	20,767	38,633	15,350
SUBURBAN TOTAL	76.9	.0329	31.8	12.3	16.4	17.5	27.3	27.3	294,392	27,415	23,860	52,151	3,516	69,756	18,420
OTHER COUNTIES															
Adams	30.3	.0129	28.9	11.4	15.6	15.7	24.8	10.1	122,947	28,744	14,377	12,494	5,971	25,180	5,486
Bartholomew	66.5	.0285	30.5	10.8	17.6	19.9	22.1	24.2	326,123	80,825	33,228	47,762	16,270	44,051	14,019
Benton	9.9	.0042	33.2	10.2	13.6	16.4	31.1	3.7	29,677	8,391	2,327	180	239	5,552	1,807
Blackford	15.3	.0066	32.3	10.5	15.3	17.6	28.3	5.6	51,676	16,455	3,207	2,674	1,480	8,078	2,473
Brown	13.2	.0057	32.0	10.3	17.5	18.8	25.8	4.9	17,505	2,300	5,201	35	392	968	834
Carroll	20.2	.0086	32.4	10.5	15.4	17.3	28.8	7.3	54,771	18,022	3,759	953	616	13,066	2,583
Cass	40.9	.0175	32.3	10.8	15.5	17.4	28.5	14.8	197,741	47,087	19,169	30,516	9,472	30,968	11,231
☐ Clark	91.7	.0394	29.9	11.8	18.2	17.8	22.9	32.9	459,732	77,588	45,802	108,817	11,304	72,722	16,662
Clinton	31.5	.0135	32.6	10.7	15.3	17.0	29.4	11.5	112,986	33,502	10,246	6,678	3,842	20,765	6,505
Crawford	10.3	.0044	31.2	11.5	14.9	16.7	27.6	3.5	16,830	7,393	1,040	399	535	1,831	
Daviess	28.1	.0121	32.3	10.7	14.7	15.7	30.3	10.2	91,054	23,644	6,852	15,172	2,291	12,100	4,929
☐ Dearborn	35.8	.0153	30.7	10.5	16.0	17.9	25.3	12.2	107,503	30,382	12,247	3,569	3,603	14,578	11,461
Decatur	23.9	.0103	30.3	11.3	15.3	16.7	26.1	8.3	99,797	26,987	7,789	9,687	1,665	19,402	3,305
Dubois	35.1	.0151	29.5	12.8	16.2	16.5	24.6	12.2	187,031	36,457	16,481	16,674	6,467	61,081	4,785
Fayette	28.6	.0123	30.9	10.4	16.3	16.9	26.3	10.2	86,215	26,262	10,715	7,124	2,860	6,899	7,086
☐ Floyd	62.6	.0268	31.3	11.4	17.0	17.8	25.8	22.4	223,031	72,210	23,485	8,575	13,966	32,474	8,793
● New Albany	38.0	.0163	32.7	11.9	16.4	15.6	30.6	14.7	208,382	64,367	21,581	8,575	13,489	31,743	8,689
Fountain	19.2	.0082	33.2	10.6	14.5	17.9	29.5	6.9	85,311	24,682	8,967	2,214	922	19,728	5,865
Franklin	20.2	.0087	29.3	10.8	15.3	17.2	24.1	6.4	42,493	15,774	4,041	1,668	979	5,523	1,502
Fulton	20.0	.0086	33.6	10.6	14.3	16.7	31.3	7.4	81,226	18,488	4,761	4,115	1,352	11,639	3,912
Gibson	34.0	.0146	33.0	12.0	14.5	17.0	30.1	12.8	133,627	19,745	14,555	21,592	2,745	18,562	6,012

SAVE 18.3%
SWING
INDIANAPOLIS

OVER 122,000 NET PAID CIRCULATION AND SIX DISTINCT, UNDUPLICATED QUALITY MARKETS

AT ONLY $1.71
per Eight Column Agate Line

... group buy saves you time and money to beef up your coverage of the total rich Central Indiana Distribution Area!

There are more sales OUTSIDE the Indianapolis SMSA of Central Indiana's total 50-counties than in the Primary 8 counties. Beef up your Indy Buy with SWING's 49% Reach of 16 more counties . . . 80% of six newspaper home counties plus up to 29% upscale coverage of 10 more counties and fringes.

THE SWING AREA BY ITSELF IS A BIG MARKET!

SWING COVERED* SALES:
TOTAL E.B.I.: $4.24 BILLION
RETAIL SALES: $2.49 BILLION
AUTOMOTIVE: $311 MILLION
DRUGS: $121 MILLION
FOOD: $853 MILLION
EAT-DRINK: $284 MILLION

*8 Home Counties plus Percent Circulation Reach Only Into Trade Area Counties. (c) S&MM/SBP July, 1982)

BEDFORD Times-Mail
BLOOMINGTON Herald-Telephone
COLUMBUS The Republic
FRANKLIN GREENWOOD Journal
GREENFIELD Reporter
TERRE HAUTE Tribune-Star

SOUTH WEST INDIANA NEWSPAPER GROUP
CALL LANDON ASSOCIATES

Simmons Says...

Take A Giant Step Toward Selling The $19 Billion Plus Indianapolis Market!

One ad in each of our papers makes 1,797,100 gross impressions reaching nearly a million adults in the affluent Indianapolis ADI! That's what Simmons says in its 1982 National Newspaper Study. And, what Simmons says is serious business — far removed from the children's game of "Simon Says". Except that selling in Indianapolis is child's play when it's built around a schedule in The Star, The News and The Sunday Star.

SELL TO KEY DEMOGRAPHIC GROUPS IN THE INDIANAPOLIS ADI.

4 Daily Star and News Combination Ads Reach:

77% of those in households with incomes of $35,000 or more
70% of those with college or graduate degrees
72% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

4 Sunday Star Ads Reach:

77% of those in households with incomes of $35,000 or more
72% of those with college or graduate degrees
70% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

Sources:
1982 Simmons Market Study
1982 S&MM Survey of Buying Power

Indianapolis area residents read and rely on The Star and The News not only to keep them informed, but for shopping guidance as well. For your share of this market with more than $19 billion after-tax income, contact Alan Judkins, Advertising Director, Indianapolis Newspapers, Inc., P.O. Box 145, Indianapolis, IN 46206. Phone (317) 633-1132.

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

Member: Million Market Newspapers, Inc.
Metropolitan Sunday Newspapers, Inc.
representing Sunday and Metro Comics

IND. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Grant	79.2	.0339	31.0	13.1	14.9	17.8	26.2	27.9	323,663	88,373	[illegible]	29,948	11,937	58,139	21,400
Greene	31.3	.0134	34.6	9.6	14.7	17.1	32.3	12.1	98,980	[illegible]	[illegible]	10,301	1,570	13,309	4,479
☐ Harrison	29.3	.0126	30.1	11.3	16.6	18.0	23.9	9.8	76,687	27,855	6,027	5,753	3,710	9,243	2,737
Henry	53.0	.0228	31.9	10.6	15.6	17.9	27.2	19.2	185,239	47,030	13,022	15,442	8,427	27,341	6,498
Huntington	35.6	.0153	31.3	12.3	15.0	16.4	28.1	12.8	151,188	35,379	8,555	13,468	4,269	21,287	6,621
Jackson	37.2	.0159	31.3	11.3	15.7	17.5	26.7	13.6	165,094	35,579	16,089	11,802	4,585	20,483	6,963
Jasper	27.7	.0119	28.3	14.1	15.4	17.0	22.6	9.0	134,868	29,192	11,419	7,184	1,465	14,514	6,502
Jay	23.0	.0099	32.2	10.6	14.5	17.0	28.9	8.4	81,758	28,046	6,366	1,861	3,661	12,116	4,368
Jefferson	31.3	.0134	30.5	13.6	16.2	17.2	25.5	11.0	155,945	41,371	11,380	17,664	6,425	23,667	7,846
Jennings	23.7	.0102	29.6	11.6	17.1	18.1	22.7	7.8	52,365	18,161	3,103	1,138	[illegible]	8,876	2,865
Knox	41.8	.0179	32.8	15.0	14.2	16.0	30.8	16.0	213,165	44,860	17,219	38,951	6,671	32,034	12,211
Kosciusko	62.7	.0269	30.2	12.2	17.5	17.2	24.4	22.4	347,253	64,242	20,480	22,870	7,861	42,476	13,809
La Grange	26.8	.0115	27.2	11.0	15.6	15.8	22.0	8.2	68,241	15,736	6,389	3,116	[illegible]	8,146	2,723
La Porte	109.1	.0467	31.0	11.4	17.1	17.0	26.2	38.3	506,189	119,171	42,983	77,570	15,868	79,037	24,712
Lawrence	43.4	.0186	32.5	10.2	15.9	17.6	28.5	16.1	165,958	49,606	11,118	16,394	4,731	27,743	11,213
Marshall	40.2	.0172	31.4	11.2	15.5	16.9	27.5	14.4	199,654	45,213	16,004	6,984	6,584	30,636	11,135
Martin	11.0	.0047	30.6	11.1	15.9	16.9	26.1	3.8	35,849	11,437	2,638	1,769	989	6,671	1,483
Miami	39.8	.0171	29.0	13.2	17.0	16.6	23.2	13.9	118,839	27,032	10,727	11,969	3,366	23,830	7,084
Montgomery	35.8	.0153	32.3	12.6	15.0	17.8	28.1	13.2	143,370	39,972	13,402	19,330	5,172	20,911	7,791
Newton	15.7	.0068	30.3	10.6	16.0	17.0	25.6	5.5	47,223	12,853	4,517	308	1,247	6,291	3,845
Noble	36.3	.0155	30.1	11.5	16.7	16.5	25.2	12.8	105,795	29,594	8,828	6,405	2,833	17,916	6,239
Ohio	5.4	.0023	32.6	10.9	14.6	18.3	28.2	1.9	7,197	3,257	311	159	168		70
Orange	19.1	.0082	32.5	10.9	15.3	16.4	29.8	7.0	49,640	16,933	2,685	1,762	346	6,073	2,139
Owen	16.8	.0072	32.8	9.7	15.2	18.1	28.6	6.2	29,472	8,969	2,548	217	479	3,782	1,019
Parke	16.8	.0072	33.8	10.0	14.7	17.3	31.0	6.1	47,853	14,739	2,855	1,283	269	6,348	2,094
Perry	19.3	.0083	31.6	11.9	14.9	16.0	28.9	6.8	65,256	21,483	7,665	7,716	3,434	7,577	2,150
Pike	13.9	.0060	34.2	10.3	14.8	17.9	31.0	5.3	35,812	9,887	1,328	665	1,417	6,799	1,136
Pulaski	13.5	.0058	32.0	10.7	14.0	16.0	29.8	5.0	37,464	6,162	3,178	936	1,384	11,412	2,917
Putnam	29.8	.0128	30.9	17.1	13.7	17.9	26.4	9.7	100,413	30,115	8,977	7,206	2,973	14,188	4,163
Randolph	30.0	.0128	31.9	10.7	15.2	18.0	27.4	10.9	76,139	24,096	5,769	4,191	1,811	13,496	3,642
Ripley	25.1	.0108	30.8	10.8	14.9	16.3	27.6	8.4	73,877	23,426	6,296	1,943	1,742	10,537	3,404
Rush	19.2	.0082	31.4	[illegible]	14.1	16.5	28.3	6.7	68,133	18,295	3,901	3,731	2,367	16,189	2,936
Scott	21.0	.0090	29.7	[illegible]	15.9	17.8	23.8	7.2	70,939	22,505	4,186	3,981	1,843	12,987	2,574
Spencer	20.1	.0086	31.2	13.0	13.7	16.8	27.3	6.6	59,873	15,199	3,127	658	2,192	13,323	2,162
Starke	22.6	.0097	31.1	10.4	15.1	17.0	27.1	7.9	84,743	20,406	8,311	10,969	767	10,772	5,180
Steuben	25.8	.0111	31.2	13.5	15.4	16.9	27.4	9.5	124,924	26,950	16,384	6,314	1,662	19,265	4,283
Sullivan	21.4	.0091	34.6	9.6	14.7	15.9	33.5	8.2	61,494	12,084	3,536	3,263	1,395	11,178	3,302
Switzerland	7.4	.0032	33.8	10.8	13.5	17.7	30.7	2.7	10,455	3,715	422	341	424	1,653	731
Union	6.9	.0029	31.2	10.6	15.2	17.6	26.8	2.4	16,804	4,734	2,241	88	395	1,133	386
Vermillion	18.5	.0080	33.9	9.9	15.3	16.7	31.7	7.2	57,416	18,819	3,348	1,698	459	9,834	997
Wabash	36.9	.0158	30.6	13.5	14.8	17.2	26.3	12.7	139,146	35,025	10,461	16,355	6,316	21,383	6,876
Warren	9.0	.0039	32.4	10.1	14.7	18.4	27.7	3.1	8,669	2,773	1,316	105	228	170	155
Washington	22.6	.0097	30.9	11.4	15.0	17.3	26.5	8.0	57,110	19,892	2,734	3,246	1,269	11,438	1,851
Wayne	74.7	.0320	32.3	11.4	15.0	17.5	28.5	27.8	393,823	79,822	32,690	73,862	9,536	76,618	18,010
Richmond	40.5	.0174	32.4	12.9	14.9	15.3	30.8	15.9	319,904	65,800	26,355	71,964	7,912	66,409	13,131
Wells	25.7	.0110	30.8	11.3	16.2	17.4	25.8	9.2	89,676	28,185	7,866	3,386	4,967	19,479	3,603
White	24.6	.0106	32.5	10.4	15.5	16.2	30.0	9.4	94,080	23,341	11,431	8,779	[illegible]	11,516	4,940
TOTAL METRO COUNTIES	3,746.2	1.6065	30.0	13.7	17.2	17.1	24.3	1,352.8	18,538,204	4,212,232	1,934,771	2,621,710	674,691	2,774,728	827,261
TOTAL STATE	5,544.1	2.3764	30.4	13.8	16.7	17.1	25.2	1,995.1	25,316,198	5,957,065	2,987,587	3,381,088	980,464	3,912,515	1,163,332

IND.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANDERSON	1,114,894	20,342	27.7	38.4	12.8	2.8	.0531
Madison	1,114,894	20,342	27.7	38.4	12.8	2.8	.0531
• Anderson	491,682	18,006	31.0	31.7	10.0	2.0	.0247
SUBURBAN TOTAL	623,212	22,791	24.6	38.9	15.5	3.5	.0284
BLOOMINGTON	837,853	18,046	29.0	27.7	11.8	5.5	.0392
Monroe	837,853	18,046	29.0	27.7	11.8	5.5	.0392
• Bloomington	417,169	14,522	30.4	20.6	9.6	6.1	.0244
SUBURBAN TOTAL	420,684	21,590	27.6	35.4	14.2	4.8	.0148
ELKHART - GOSHEN	1,154,887	20,560	30.8	36.2	11.4	4.2	.0592
Elkhart	1,154,887	20,560	30.8	36.2	11.4	4.2	.0592
• Elkhart	337,683	17,994	32.2	31.0	8.6	4.0	.0242
• Goshen	160,434	18,078	36.7	33.2	8.2	2.3	.0086
SUBURBAN TOTAL	656,770	22,786	28.2	40.3	14.0	4.9	[illegible]

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
EVANSVILLE	2,494,033	20,986	26.1	34.5	12.8	5.2	.1194
Posey	212,501	21,085	25.8	39.5	9.8	3.6	.0091
Vanderburgh	1,587,861	20,891	26.0	32.3	13.8	6.3	.0778
• Evansville	1,169,071	18,973	28.3	31.3	11.4	4.6	.0631
Warrick	360,312	23,087	23.7	41.0	13.9	3.2	.0154
Henderson, Ky.	333,349	19,330	28.9	34.7	9.2	3.7	.0171
SUBURBAN TOTAL	1,324,952	22,748	24.0	37.7	14.1	5.7	.0563
FORT WAYNE	3,108,545	20,813	27.2	37.2	13.7	4.7	.1380
Allen	2,662,085	22,474	26.6	36.8	14.6	5.2	.1288
• Fort Wayne	1,472,522	19,066	31.0	33.4	10.4	3.4	.0779
De Kalb	251,049	20,257	30.3	38.9	9.6	2.3	.0119
Whitley	195,411	19,826	31.4	39.1	8.9	1.5	.0093
SUBURBAN TOTAL	1,636,023	25,120	23.1	41.6	17.4	6.0	.0721

IND. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GARY - HAMMOND	**5,617,733**	**24,798**	**19.8**	**38.5**	**17.8**	**5.8**	**.3661**
Lake	4,374,628	24,020	20.1	37.9	16.9	5.4	.2150
● East Chicago	281,326	19,663	20.4	32.9	12.6	3.8	.0128
● Gary	1,020,120	19,492	21.6	32.9	12.7	3.2	.0444
● Hammond	787,976	22,413	23.5	39.1	13.6	3.8	.0382
Porter	1,243,105	28,017	18.7	40.7	21.7	7.4	.0511
SUBURBAN TOTAL	3,528,311	27,698	18.0	41.1	21.6	7.7	.1707
INDIANAPOLIS	**10,924,231**	**22,787**	**25.1**	**35.3**	**15.9**	**6.1**	**.5243**
Boone	329,168	21,728	26.7	36.0	12.3	6.7	.0156
Hamilton	879,755	26,413	20.8	37.6	19.5	9.7	.0358
Hancock	393,584	24,805	22.7	41.0	17.4	4.4	.0165
Hendricks	635,985	25,291	22.2	42.7	17.9	4.3	.0272
Johnson	709,401	24,153	23.7	39.6	16.4	5.3	.0328
Marion	7,258,342	22,171	25.7	33.3	15.9	6.4	.3630
● Indianapolis	6,566,375	22,030	25.6	33.1	15.8	6.3	.3356
Morgan	409,034	21,608	26.0	40.0	11.6	3.0	.0184
Shelby	308,962	20,262	29.6	38.1	9.5	3.2	.0150
SUBURBAN TOTAL	4,357,856	23,828	24.2	38.8	16.0	5.8	.1887
KOKOMO	**880,269**	**21,346**	**26.3**	**34.7**	**15.4**	**3.7**	**.0427**
Howard	742,264	21,487	25.9	34.5	15.9	3.7	.0367
● Kokomo	390,193	18,557	28.4	31.3	11.2	3.3	.0249
Tipton	138,005	20,599	28.4	35.6	12.7	3.3	.0060
SUBURBAN TOTAL	490,076	24,007	24.2	38.0	19.5	4.0	.0178
LAFAYETTE	**1,105,652**	**21,326**	**28.0**	**32.3**	**14.5**	**6.6**	**.0519**
Tippecanoe	1,105,652	21,326	28.0	32.3	14.5	6.6	.0519
● Lafayette	400,593	20,594	28.1	35.2	11.8	4.7	.0244
SUBURBAN TOTAL	705,059	21,974	27.8	30.2	16.4	8.0	.0275
MUNCIE	**985,748**	**19,318**	**27.8**	**33.7**	**11.1**	**3.4**	**.0500**
Delaware	985,748	19,318	27.8	33.7	11.1	3.4	.0500
● Muncie	556,723	16,142	31.1	28.1	8.0	3.0	.0315
SUBURBAN TOTAL	429,025	21,407	22.3	42.9	16.1	4.1	.0185

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SOUTH BEND - MISHAWAKA	**2,131,557**	**21,684**	**26.5**	**35.7**	**13.6**	**5.2**	**.1018**
St. Joseph	2,131,557	21,684	26.5	35.7	13.6	5.2	.1018
● Mishawaka	352,268	19,169	30.4	35.8	9.0	2.6	.0195
● South Bend	925,399	19,384	29.0	33.2	10.8	4.2	.0490
SUBURBAN TOTAL	853,890	26,709	20.5	39.6	20.2	8.1	.0333
TERRE HAUTE	**1,072,531**	**18,365**	**30.6**	**31.5**	**10.4**	**3.3**	**.0603**
Clay	185,762	18,032	30.5	33.2	8.9	2.0	.0096
Vigo	886,769	18,444	30.6	31.2	10.8	3.6	.0507
● Terre Haute	438,775	15,777	33.3	27.2	7.9	2.1	.0310
SUBURBAN TOTAL	633,756	20,733	28.3	35.2	12.5	4.3	.0293
OTHER COUNTIES							
Adams	222,235	20,520	28.6	36.6	11.6	3.3	.0111
Bartholomew	707,473	26,468	19.8	34.5	20.1	10.7	.0309
Benton	80,992	19,598	31.4	33.6	10.5	4.6	.0034
Blackford	111,849	18,589	28.8	35.5	8.8	1.9	.0053
Brown	93,756	17,521	33.9	33.1	7.6	1.3	.0037
Carroll	152,736	19,165	33.2	36.3	8.2	2.8	.0068
Cass	315,753	19,587	30.6	36.6	9.6	2.5	.0162
☐ Clark	709,551	20,244	29.0	37.1	11.2	2.4	.0367
Clinton	242,200	18,506	31.5	33.6	9.0	2.9	.0114
Crawford	58,041	14,205	33.5	24.6	6.1	1.3	.0026
Daviess	202,827	17,003	31.6	28.9	9.3	3.3	.0096
☐ Dearborn	272,327	21,157	25.9	37.7	12.2	3.3	.0123
Decatur	162,107	17,802	34.4	32.2	7.7	2.3	.0085
Dubois	258,740	19,026	31.2	36.3	7.3	3.2	.0141
Fayette	228,379	20,317	29.6	34.8	12.4	3.8	.0100
☐ Floyd	511,220	20,954	26.9	35.6	13.2	4.0	.0233
● New Albany	304,213	18,597	29.9	32.6	10.0	3.1	.0159
Fountain	129,489	17,112	33.6	32.1	6.6	1.6	.0069
Franklin	126,462	17,526	34.4	31.4	9.1	1.9	.0058
Fulton	145,606	17,763	33.6	32.5	7.7	2.7	.0069

Delivers "ratings" in the "Great State of Michiana" unequalled by TV or any other medium!

With 83% readership among adults on Sunday and 78% adult readership daily, no other medium – neither print nor broadcast – even comes close to delivering "ratings" in the South Bend/Mishawaka MSA equal to the *Tribune's*.

Yet the *Tribune's* market is so big in terms of buying power – bigger in buying power than several entire States actually – we call it the "Great State of Michiana."

So any ad schedule failing to include the *South Bend Tribune* is unnational. How can it be a "national" or even "major market" ad campaign without including the "Great State of Michiana"?

Write or call now if you need help arriving at the logical conclusion!

South Bend Tribune

Albert E. Petersohn, General Advertising Manager, South Bend, Indiana 46626 • 219/233-6161 • Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. Source: Belden CMS May-June, 1981.

IND. (cont.) S&MM ESTIMATES — METRO AREA / County / City	EFFECTIVE BUYING INCOME 1982: Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999	(B) $20,000–$34,999	(C) $35,000–$49,999	(D) $50,000 & Over	Buying Power Index
			A	B	C	D	
Gibson	279,609	19,699	27.2	33.7	11.5	4.0	.0129
Grant	599,241	19,484	29.1	34.5	11.5	2.4	.0294
Greene	235,291	16,747	30.9	29.9	9.0	2.2	.0108
☐ Harrison	206,807	19,503	30.9	35.9	9.8	2.6	.0094
Henry	375,364	17,957	32.1	33.6	8.3	1.7	.0183
Huntington	262,852	18,614	33.5	35.5	7.9	2.2	.0132
Jackson	261,142	17,733	31.4	35.0	6.7	1.8	.0138
Jasper	234,367	23,720	24.4	37.9	15.5	6.7	.0114
Jay	149,248	16,103	36.1	29.6	5.9	1.4	.0077
Jefferson	256,658	19,911	30.1	31.3	13.8	4.7	.0127
Jennings	153,400	17,806	31.8	33.7	7.6	2.1	.0070
Knox	297,879	15,538	31.7	27.8	6.4	2.7	.0162
Kosciusko	505,026	20,049	31.5	35.3	10.6	4.1	.0238
La Grange	157,096	16,852	36.7	30.6	6.0	2.6	.0077
La Porte	909,483	21,925	26.2	37.3	14.0	4.0	.0441
Lawrence	298,497	16,475	33.5	30.8	6.8	1.7	.0152
Marshall	313,957	19,495	30.7	34.6	10.4	3.5	.0161
Martin	74,454	17,756	31.6	32.6	9.2	1.7	.0037
Miami	267,203	17,069	36.4	32.5	6.1	1.6	.0127
Montgomery	280,452	19,200	33.1	35.1	10.0	2.5	.0134
Newton	106,426	18,379	30.7	35.6	7.1	2.0	.0052
Noble	257,492	18,592	34.1	36.1	7.7	1.7	.0118
Ohio	37,068	17,574	27.2	32.5	8.9	2.4	.0015
Orange	115,709	14,494	37.1	24.1	4.3	1.6	.0057
Owen	112,820	16,307	32.9	29.8	6.9	1.6	.0048
Parke	110,180	16,273	31.9	31.4	6.1	1.4	.0054
Perry	125,016	16,734	31.1	33.6	5.5	1.5	.0063
Pike	104,971	17,556	30.1	31.4	9.8	2.1	.0045
Pulaski	97,727	16,929	34.1	29.9	8.1	3.0	.0045
Putnam	205,439	18,852	29.4	36.2	8.8	2.0	.0101
Randolph	200,724	17,130	35.0	33.6	5.6	1.2	.0092
Ripley	168,807	17,935	31.7	32.4	8.6	2.7	.0081
Rush	135,408	18,146	33.3	32.5	8.8	2.7	.0065
Scott	142,044	17,926	33.1	33.6	7.9	2.0	.0070
Spencer	138,397	18,953	28.3	34.4	10.0	2.9	.0066
Starke	142,940	16,481	31.6	31.8	6.5	1.2	.0075
Steuben	195,254	18,202	32.9	33.3	7.7	3.0	.0101
Sullivan	145,720	15,603	33.9	29.9	5.9	1.5	.0069
Switzerland	40,984	13,299	35.3	23.3	3.2	1.2	.0018
Union	49,316	18,459	32.5	32.2	10.1	2.9	.0021
Vermillion	146,896	18,291	30.0	32.4	10.5	2.5	.0065
Wabash	277,966	19,178	33.0	34.3	9.9	3.0	.0134
Warren	78,771	23,523	22.7	37.2	16.1	6.4	.0029
Washington	144,000	16,015	35.0	28.5	5.8	2.1	.0067
Wayne	571,347	18,490	30.6	33.2	9.2	2.9	.0304
Richmond	303,630	16,564	31.4	29.4	7.4	2.7	.0192
Wells	206,137	20,497	30.9	37.3	10.4	3.8	.0093
White	188,554	18,587	33.0	35.4	7.7	2.2	.0091
TOTAL METRO COUNTIES	**32,794,479**	**22,033**	**25.5**	**35.7**	**14.6**	**5.2**	**1.5826**
TOTAL STATE	**46,190,456**	**20,863**	**27.4**	**34.8**	**13.0**	**4.5**	**2.2298**

IOWA

IOWA S&MM ESTIMATES — METRO AREA / County / City	POPULATION—12/31/82: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**171.2**	**.0734**	**30.0**	**13.2**	**18.2**	**17.6**	**23.4**	**64.4**	**882,125**	**191,398**	**92,841**	**182,013**	**37,606**	**130,881**	**35,046**
Linn	171.2	.0734	30.0	13.2	18.2	17.6	23.4	64.4	882,125	191,398	92,841	182,013	37,606	130,881	35,046
• Cedar Rapids	110.7	.0474	30.4	13.8	18.4	16.5	25.1	43.3	735,512	140,837	79,142	159,579	30,725	116,871	26,383
SUBURBAN TOTAL	60.5	.0260	29.3	12.3	17.6	19.4	20.5	21.1	146,613	50,561	13,699	22,434	6,881	14,010	8,663
DAVENPORT - ROCK ISLAND - MOLINE	**390.5**	**.1673**	**30.3**	**12.6**	**17.4**	**17.0**	**24.8**	**144.0**	**1,952,947**	**416,339**	**215,441**	**330,083**	**80,731**	**294,773**	**83,743**
Scott	165.5	.0709	29.1	12.9	19.0	17.1	21.7	60.2	917,176	179,585	104,927	172,589	43,672	126,333	45,072
• Davenport	106.0	.0454	29.2	14.2	19.2	15.3	23.6	40.2	663,403	118,336	77,072	110,590	34,433	110,585	34,708

IOWA
ILLINOIS

QUAD CITIES USA™

2nd Largest Market in Illinois/Iowa
...only Chicago is Larger!

To reach the 144,000 households in this above-average metro market of the midwest, schedule your advertising in all three

QUAD-CITIES NEWSPAPERS
QUAD-CITY TIMES Davenport/Bettendorf/All Day and Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch
Evening and Sunday

Represented by BRANHAM Newspaper Sales

CEDAR FALLS
WATERLOO
DUBUQUE
CEDAR RAPIDS
DAVENPORT
MOLINE
ROCK ISLAND

A market between Chicago and Des Moines
TOO BIG AND TOO RICH TO BE IGNORED!
IIDA GROUP IOWA/ILLINOIS DOUBLE ADI NEWSPAPERS
Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!
Represented by Branham Newspaper Sales

IOWA (cont.)
ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Henry, Ill.	*39.3*	*.0254*	*32.0*	*10.6*	*15.3*	*17.6*	*27.8*	*21.4*	*233,179*	*64,940*	*21,426*	*13,146*	*7,363*	*40,074*	*6,326*
Rock Island, Ill.	*165.7*	*.0710*	*31.2*	*13.1*	*16.4*	*16.8*	*26.9*	*62.4*	*802,592*	*171,814*	*89,088*	*144,268*	*29,696*	*128,366*	*32,345*
• *Moline*	*45.8*	*.0196*	*32.5*	*13.0*	*16.7*	*16.4*	*29.4*	*18.5*	*400,996*	*49,392*	*33,306*	*120,150*	*22,564*	*55,248*	*19,000*
• *Rock Island*	*47.5*	*.0204*	*31.2*	*15.2*	*15.3*	*14.2*	*29.9*	*18.1*	*139,714*	*22,321*	*21,587*	*17,960*	*5,578*	*27,813*	*7,616*
SUBURBAN TOTAL	191.2	.0819	30.3	11.0	16.8	18.9	23.2	67.2	748,834	226,290	83,476	81,303	18,156	101,127	22,419
DES MOINES	**375.9**	**.1610**	**30.6**	**13.0**	**18.5**	**17.4**	**24.4**	**144.5**	**2,235,614**	**523,572**	**226,029**	**364,848**	**80,469**	**337,717**	**45,659**
Dallas	30.5	.0130	32.1	9.9	16.6	17.8	27.4	11.4	110,256	37,165	8,270	10,227	2,636	21,989	1,698
Polk	308.5	.1322	30.5	13.6	18.6	17.1	24.6	120.6	2,016,533	448,413	211,423	346,696	76,560	288,824	41,726
• Des Moines	192.0	.0823	31.0	14.4	18.4	15.2	27.4	78.2	1,390,185	310,461	137,125	270,429	53,087	204,998	29,132
Warren	36.9	.0158	29.4	11.2	17.7	19.5	20.7	12.5	108,825	37,994	6,336	7,925	1,273	26,904	2,235
SUBURBAN TOTAL	183.9	.0787	30.1	11.6	18.3	19.7	21.3	66.3	845,429	213,111	88,904	94,419	27,382	132,719	16,527

Add the Oddball... hit your market.

Readers — over one million
Circulation — 26th in the nation

Yes, we admit it: The Des Moines Sunday Register is an oddball.

A newspaper, named after a city that doesn't even make the top 100, but blankets a statewide market with more buying power than the Atlanta metro area. Twenty-four billion dollars, plus, in buying power!

One pitch — you've hit 77 percent of all Iowa households with incomes over $40,000. Hit your market — add the Oddball.

The Des Moines Register
Blankets Iowa
Represented nationally by CWO&O

Sources: American Newspaper Markets "Circulation '81-'82", Belden Study 1981, S & MM Survey of Buying Power 1982

IOWA (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DUBUQUE	**94.5**	**.0405**	**28.6**	**13.9**	**15.9**	**15.4**	**24.4**	**31.4**	**503,211**	**105,958**	**53,849**	**98,737**	**29,558**	**79,663**	**16,617**
Dubuque	94.5	.0405	28.6	13.9	15.9	15.4	24.4	31.4	503,211	105,958	53,849	98,737	29,558	79,663	16,617
• Dubuque	62.6	.0268	30.0	14.7	15.9	14.8	27.2	22.0	458,661	94,264	46,511	98,284	27,939	71,415	16,357
SUBURBAN TOTAL	31.9	.0137	25.9	12.2	15.8	16.7	19.0	9.4	44,550	11,694	7,338	453	1,619	8,248	260
IOWA CITY	**84.4**	**.0362**	**26.5**	**25.6**	**23.1**	**14.0**	**16.3**	**32.1**	**466,734**	**103,797**	**56,381**	**54,590**	**24,198**	**65,046**	**20,311**
Johnson	84.4	.0362	26.5	25.6	23.1	14.0	16.3	32.1	466,734	103,797	56,381	54,590	24,198	65,046	20,311
• Iowa City	51.9	.0222	25.0	32.7	23.6	12.0	14.3	19.6	365,475	67,697	50,874	52,923	14,380	51,870	18,658
SUBURBAN TOTAL	32.5	.0140	29.1	14.5	22.3	17.4	19.4	12.5	101,259	36,100	5,507	1,667	9,818	13,176	1,653
SIOUX CITY	**118.2**	**.0506**	**30.8**	**12.3**	**16.4**	**15.3**	**27.9**	**43.7**	**605,872**	**162,729**	**60,474**	**89,889**	**28,028**	**82,187**	**22,593**
Woodbury	100.5	.0430	31.3	12.4	16.0	15.2	28.8	37.4	522,004	138,595	51,259	89,175	25,693	67,980	18,263
• Sioux City	81.6	.0350	31.2	12.9	16.3	14.9	28.9	30.7	486,683	132,836	44,741	88,916	25,436	58,298	17,631
Dakota, Neb.	*17.7*	*.0076*	*28.7*	*12.1*	*18.3*	*15.8*	*22.7*	*6.3*	*83,868*	*24,134*	*9,215*	*714*	*2,335*	*14,207*	*4,330*
SUBURBAN TOTAL	36.6	.0156	30.0	11.0	16.8	16.2	25.5	13.0	119,189	29,893	15,733	973	2,592	23,889	4,962
WATERLOO - CEDAR FALLS	**164.9**	**.0706**	**29.1**	**15.9**	**17.0**	**15.6**	**24.3**	**58.9**	**856,230**	**183,594**	**79,892**	**115,970**	**36,285**	**145,025**	**25,284**
Black Hawk	139.4	.0598	28.9	16.3	17.6	15.4	23.8	50.0	769,452	155,839	74,258	112,540	33,294	133,263	23,368
• Cedar Falls	38.1	.0163	25.4	26.7	16.8	14.7	19.2	12.6	334,295	70,000	37,544	32,200	19,684	74,797	9,601
• Waterloo	76.3	.0327	30.4	13.1	18.0	15.0	26.8	29.3	409,751	78,677	34,749	79,933	13,471	54,663	13,318
Bremer	25.5	.0110	30.6	13.9	14.8	16.8	26.7	8.9	86,778	27,755	5,634	3,430	2,991	11,762	1,916
SUBURBAN TOTAL	50.5	.0218	29.8	11.9	16.0	17.3	24.4	17.0	112,184	34,917	7,599	3,837	3,130	15,565	2,365
OTHER COUNTIES															
Adair	9.5	.0040	37.2	9.5	12.7	15.4	37.0	3.7	39,834	9,476	2,381	587	504	5,337	1,087
Adams	5.6	.0024	37.7	9.0	12.8	16.7	36.4	2.2	14,827	5,953	832	420	210	2,361	817
Allamakee	15.1	.0065	33.3	10.1	13.2	14.8	32.9	5.3	56,492	17,455	6,367	1,376	1,473	9,620	808
Appanoose	15.8	.0068	35.0	10.1	13.7	14.7	35.4	6.3	67,369	16,686	4,618	10,958	3,104	10,213	712
Audubon	8.4	.0036	37.1	9.2	12.2	15.9	36.5	3.2	33,932	9,913	2,737	526	1,680	7,163	1,105
Benton	24.1	.0103	32.7	10.6	14.2	16.9	29.8	9.0	67,905	14,629	6,969	978	3,604	14,804	1,989
Boone	26.3	.0112	33.8	11.5	16.0	16.1	31.9	10.0	90,886	27,455	6,160	6,455	7,344	19,169	4,552
Buchanan	23.4	.0100	29.4	11.6	15.3	15.0	26.4	8.0	69,164	21,416	7,028	4,953	1,627	12,840	2,127
Buena Vista	20.8	.0089	33.3	13.4	14.2	14.1	33.5	7.9	114,839	23,869	12,274	8,862	5,648	19,482	2,630
Butler	17.8	.0076	33.7	9.7	14.6	15.3	32.7	6.5	39,995	7,391	3,159	2,420	2,067	5,665	562
Calhoun	13.3	.0057	37.5	9.9	12.5	15.1	37.5	5.0	48,577	11,430	2,596	1,819	990	14,462	908
Carroll	23.1	.0099	31.2	11.1	13.7	14.5	30.3	8.1	122,291	24,475	10,639	15,274	4,349	23,351	1,864
Cass	17.0	.0073	35.7	10.1	13.8	15.5	35.3	6.8	98,972	22,372	9,043	10,757	2,577	15,227	2,997
Cedar	19.0	.0082	33.0	10.1	15.2	16.7	30.3	7.1	64,023	21,279	3,551	1,944	897	13,124	1,156
Cerro Gordo	48.2	.0206	33.2	12.6	15.9	16.0	31.1	19.0	306,852	64,643	33,871	52,604	8,175	44,425	7,475
Cherokee	16.0	.0069	34.0	10.3	14.6	16.0	32.5	6.2	86,616	31,514	4,876	6,696	3,244	11,139	3,403
Chickasaw	15.6	.0067	31.5	11.3	13.4	15.8	29.4	5.5	53,118	15,491	4,706	1,528	1,145	8,535	1,041
Clarke	8.9	.0038	34.6	10.4	14.0	16.1	33.4	3.4	43,596	10,427	3,102	2,530	535	7,857	791
Clay	20.0	.0086	31.6	12.0	16.4	15.7	28.8	7.8	123,466	22,299	14,279	16,307	4,814	24,587	3,947
Clayton	21.3	.0091	33.3	10.7	13.5	15.5	32.2	7.9	64,332	13,878	6,154	1,319	4,304	19,263	1,083
Clinton	57.2	.0245	31.7	11.3	15.5	16.6	28.3	20.7	293,960	61,672	29,845	48,356	12,955	57,736	8,646
Crawford	18.8	.0081	31.9	11.1	14.3	15.8	29.7	6.8	86,197	27,104	11,642	4,919	2,802	13,922	1,787
Davis	9.4	.0041	34.2	10.6	13.2	15.9	33.0	3.3	32,798	8,844	2,228	631	432	6,697	950
Decatur	9.8	.0042	32.9	16.9	12.6	14.1	33.3	3.5	25,768	8,473	1,548	862	643	1,924	1,515
Delaware	19.1	.0082	29.4	11.7	13.6	15.4	27.1	6.4	69,898	17,717	5,470	5,990	1,062	12,734	2,548
Des Moines	46.3	.0198	32.7	10.8	16.3	16.4	29.8	17.8	244,147	57,662	24,227	42,927	14,737	28,295	11,967
Dickinson	16.5	.0071	34.6	9.4	15.8	15.8	33.6	6.5	83,845	17,075	9,182	4,616	2,503	8,696	3,221
Emmet	13.1	.0056	31.9	12.1	14.9	14.8	30.6	5.0	58,380	11,231	5,162	7,760	1,402	11,883	1,189
Fayette	25.1	.0108	33.0	11.5	13.5	15.3	31.9	9.3	99,897	22,417	9,152	11,698	3,340	20,807	3,702
Floyd	19.4	.0083	33.9	9.6	14.1	16.6	31.9	7.1	86,280	22,611	6,077	9,682	2,191	15,105	1,734
Franklin	13.0	.0055	35.5	9.5	14.5	16.0	34.5	5.2	51,325	10,423	4,269	2,337	1,481	9,856	1,672
Fremont	9.4	.0041	36.4	8.8	13.8	15.5	36.1	3.6	19,333	4,416	2,145	325	637	3,647	1,393
Greene	12.0	.0051	36.1	9.2	13.8	14.8	36.3	4.7	36,105	9,809	3,125	3,780	478	5,147	1,351
Grundy	14.5	.0062	34.4	9.4	14.4	17.1	32.0	5.4	40,076	9,632	3,326	448	3,897	7,612	1,950
Guthrie	12.0	.0052	38.2	8.2	13.1	15.4	38.0	4.6	25,974	4,907	3,146	1,778	1,673	3,915	843
Hamilton	17.9	.0076	34.3	10.4	14.5	16.3	32.7	6.9	75,409	17,605	9,726	4,255	2,861	12,307	2,107
Hancock	14.0	.0060	32.6	10.4	15.3	15.4	31.0	5.3	36,712	7,490	2,849	610	2,409	7,291	1,756

no. 1

Telegraph Herald

In SMSA Penetration-AM or PM

The Dubuque Telegraph Herald has the highest metro penetration of any paper in the nation. With 78.9% Sunday coverage and 74.9% daily coverage, the Telegraph Herald covers the Dubuque market as no other paper covers its own metro area. You also get the bonus of Telegraph Herald readers in nine counties surrounding Dubuque county.

The Telegraph Herald is especially dominant when compared to Television. The Dubuque Television audience is highly fragmented with 90% of the households subscribing to cable. These TV viewers now have access to 35 channels.

For more information on the No. 1 media
choice, call 319-588-5723 or contact Branham
Newspaper Sales.

Source: CIRCULATION 82/83-ABC AUDIT REPORT, MARCH 1982

Telegraph Herald

Informing and caring
...that's us!

IOWA (cont.)

[redacted] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hardin	21.7	.0093	34.6	11.6	13.6	15.7	33.7	8.1	105,497	27,560	7,745	4,948	5,126	22,200	3,113
Harrison	16.4	.0071	34.4	10.3	12.9	15.8	33.4	6.0	74,084	15,196	5,151	1,482	1,342	25,778	2,490
Henry	19.2	.0082	32.4	12.5	16.0	15.8	30.1	7.0	80,447	18,703	6,634	8,257	2,639	17,431	2,587
Howard	11.0	.0047	35.8	9.8	12.3	14.2	36.5	4.2	39,757	8,598	3,332	1,835	1,476	6,311	1,681
Humboldt	12.3	.0053	35.7	9.8	13.3	16.1	34.7	4.9	46,345	13,394	3,202	2,078	1,789	9,898	1,015
Ida	8.9	.0038	36.4	9.5	13.2	15.5	36.0	3.4	27,187	5,635	2,200	1,087	562	6,847	992
Iowa	15.5	.0067	34.4	10.5	14.1	16.2	33.0	5.8	68,010	13,724	18,398	2,643	1,635	6,006	1,606
Jackson	23.0	.0098	31.0	11.1	13.8	16.2	28.2	8.1	73,204	19,759	8,371	4,170	4,542	11,587	3,040
Jasper	36.6	.0157	33.4	10.5	15.2	17.6	30.0	13.9	158,378	38,636	13,165	11,265	4,879	25,570	6,853
Jefferson	16.4	.0070	32.2	12.1	19.9	15.5	29.0	5.9	67,734	19,821	3,457	7,830	2,525	12,615	1,787
Jones	20.8	.0089	31.4	12.5	15.2	15.9	28.6	7.1	62,388	9,937	5,143	2,803	1,970	15,994	2,105
Keokuk	12.7	.0055	36.5	9.7	13.1	14.7	36.8	4.9	38,656	5,400	3,622	1,081	1,623	11,501	841
Kossuth	21.7	.0093	32.5	10.9	13.7	15.4	31.2	8.0	114,439	18,586	10,030	7,706	4,548	42,148	2,107
Lee	43.3	.0185	32.5	11.2	16.3	16.2	29.6	16.0	238,513	65,609	13,808	33,412	9,523	41,793	8,695
Louisa	12.5	.0054	31.6	10.6	15.4	16.8	27.9	4.4	40,551	11,040	4,391	892	1,383	10,982	1,121
Lucas	10.4	.0044	37.1	9.3	13.0	16.9	35.5	4.2	42,210	14,081	2,344	3,705	1,172	5,836	1,688
Lyon	12.8	.0055	32.4	9.9	14.0	15.0	31.4	4.5	38,547	10,031	4,283	587	1,881	8,670	848
Madison	12.9	.0055	34.8	8.4	14.3	17.0	32.7	4.6	47,838	12,359	6,671	1,562	1,020	11,546	2,725
Mahaska	23.2	.0100	33.0	12.7	15.2	14.7	32.3	8.9	94,478	26,364	6,471	10,472	3,273	11,130	1,671
Marion	30.7	.0131	31.8	13.5	15.1	16.0	29.2	10.8	104,956	29,246	11,341	8,475	2,815	18,005	2,909
Marshall	41.8	.0180	32.4	11.1	16.5	16.8	29.0	15.9	221,140	54,561	24,823	28,910	7,344	31,208	11,139
Mills	14.0	.0060	31.6	10.4	17.3	16.9	27.2	4.8	60,364	15,323	3,881	5,043	4,115	16,554	1,797
Mitchell	12.1	.0051	35.4	10.4	11.9	15.1	35.3	4.5	37,374	7,855	2,203	1,132	1,231	6,401	1,691
Monona	11.7	.0051	38.2	8.9	13.0	15.2	38.1	4.5	41,327	12,287	3,813	727	1,565	8,254	2,784
Monroe	9.2	.0039	35.4	10.6	13.3	15.3	35.1	3.5	30,542	10,192	1,790	1,402	378	8,246	1,323
Montgomery	13.7	.0059	36.3	9.9	14.3	14.9	36.4	5.4	53,973	17,174	4,167	7,205	1,419	8,068	2,270
Muscatine	41.4	.0177	30.4	11.8	16.4	16.8	25.7	14.8	288,441	61,863	26,167	15,211	8,978	64,370	11,554
O'Brien	16.9	.0073	34.5	11.3	13.3	15.0	34.3	6.3	75,564	16,541	5,733	6,107	2,317	16,818	2,703
Osceola	8.3	.0035	34.6	10.4	12.7	15.4	34.2	3.1	21,533	3,882	2,512	286	537	3,677	662
Page	19.2	.0083	36.4	9.9	14.0	15.2	36.3	7.5	98,185	22,028	6,094	10,905	5,037	17,613	3,907
Palo Alto	12.6	.0054	33.7	11.9	12.5	15.1	33.3	4.8	48,646	11,858	4,704	811	873	8,504	1,700
Plymouth	25.1	.0107	31.4	12.3	13.8	15.3	29.7	8.9	118,563	36,003	8,516	6,618	2,322	21,923	1,833
Pocahontas	10.9	.0047	36.9	9.2	12.5	15.4	36.7	4.2	42,467	14,312	2,776	1,370	2,068	8,592	1,119
☐ Pottawattamie	86.5	.0371	30.8	12.0	15.5	16.9	26.6	31.7	406,995	105,275	48,966	61,157	9,326	70,930	17,710
• Council Bluffs	56.0	.0240	30.5	13.2	15.9	15.5	27.5	21.3	347,523	94,157	34,695	60,931	8,787	66,979	15,980
Poweshiek	19.4	.0083	31.9	15.3	14.2	15.4	30.2	7.1	84,851	[illegible],459	7,418	4,536	3,371	13,295	2,887
Ringgold	6.1	.0026	39.4	8.7	13.4	15.2	39.3	2.4	19,271	4,265	1,359	537	173	5,011	964
Sac	13.7	.0059	36.5	9.5	13.3	14.8	36.8	5.4	41,466	9,982	4,116	1,017	918	8,956	934
Shelby	14.9	.0064	33.6	9.8	13.2	15.8	32.4	5.4	47,992	10,435	4,544	6,241	679	8,870	1,990
Sioux	31.8	.0137	28.2	16.1	13.5	14.3	26.5	10.4	130,178	25,642	10,471	2,661	6,428	32,601	2,500
Story	74.7	.0320	24.7	31.1	17.8	12.8	18.3	25.1	363,342	76,507	51,496	57,778	16,457	56,924	6,077
Ames	47.3	.0203	23.6	43.1	17.5	10.7	13.2	14.9	295,835	59,768	45,374	55,110	12,548	42,964	4,313
Tama	19.4	.0083	34.6	9.5	13.5	16.2	33.3	7.0	52,839	10,759	6,100	2,733	1,858	12,378	1,222
Taylor	8.2	.0035	39.0	9.1	12.6	14.4	39.6	3.2	13,706	4,381	1,434	651	197	1,527	659
Union	14.0	.0060	34.2	10.7	14.5	15.3	33.5	5.5	62,829	21,407	5,417	7,154	1,629	9,463	1,659
Van Buren	8.7	.0037	35.4	9.4	13.3	15.6	34.8	3.2	16,109	3,838	1,602	324	288	908	730
Wapello	39.7	.0171	34.6	11.0	14.7	15.9	33.5	15.5	195,890	56,795	17,403	26,623	9,691	21,647	7,162
Washington	20.6	.0088	33.2	10.3	15.2	15.7	31.6	7.5	92,484	21,535	10,475	8,742	4,062	17,094	1,957
Wayne	8.2	.0035	41.4	8.7	12.3	14.0	42.2	3.3	19,552	5,386	1,188	737	92	1,235	700
Webster	45.2	.0194	32.6	12.4	14.9	15.8	30.6	17.0	276,076	50,440	20,920	50,864	16,858	53,156	4,832
Winnebago	12.9	.0055	34.1	12.0	14.2	14.8	33.8	5.0	47,516	10,648	4,829	3,742	2,206	10,363	2,011
Winneshiek	22.0	.0095	29.3	18.4	12.4	14.3	28.7	7.4	82,125	21,681	7,623	4,504	5,613	16,605	2,198
Worth	9.1	.0039	36.0	9.4	14.4	16.1	35.1	3.5	20,459	5,477	1,378	616	1,344	3,181	717
Wright	16.1	.0069	36.3	10.0	13.5	15.5	35.8	6.2	56,903	19,277	4,505	1,361	2,499	11,624	2,155
TOTAL METRO COUNTIES	**1,243.4**	**.5329**	**29.7**	**14.2**	**18.0**	**16.6**	**23.9**	**460.6**	**6,790,089**	**1,531,774**	**714,141**	**1,139,079**	**286,807**	**1,023,575**	**223,962**
TOTAL STATE	**2,943.7**	**1.2617**	**31.3**	**13.0**	**16.0**	**16.0**	**28.0**	**1,090.6**	**14,088,205**	**3,289,385**	**1,391,821**	**1,821,204**	**568,871**	**2,367,687**	**449,057**

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

IOWA

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CEDAR RAPIDS	**1,802,108**	**26,304**	**21.0**	**36.8**	**21.0**	**7.4**	**.0802**
Linn	1,802,108	26,304	21.0	36.8	21.0	7.4	.0802
• Cedar Rapids	1,191,880	25,551	21.7	35.8	20.0	7.5	.0570
SUBURBAN TOTAL	610,228	27,740	19.7	38.6	23.1	7.3	.0232
DAVENPORT - ROCK ISLAND - MOLINE	**4,196,585**	**27,229**	**19.5**	**33.5**	**21.9**	**10.5**	**.1834**
Scott	1,717,571	26,865	20.2	35.3	21.5	9.0	.0788
• Davenport	1,066,999	24,540	22.7	35.0	18.2	7.4	.0518
Henry, Ill.	*595,162*	*26,048*	*20.6*	*33.9*	*20.1*	*9.4*	*.0250*
Rock Island, Ill.	*1,883,852*	*28,047*	*18.2*	*32.0*	*22.9*	*12.3*	*.0796*
• *Moline*	*572,369*	*28,167*	*18.3*	*32.1*	*22.5*	*13.7*	*.0281*
• *Rock Island*	*516,326*	*25,151*	*21.5*	*30.3*	*19.9*	*10.7*	*.0198*
SUBURBAN TOTAL	2,040,891	29,088	17.3	34.1	24.5	11.3	.0837
DES MOINES	**4,039,548**	**25,586**	**22.3**	**34.5**	**19.2**	**9.2**	**.1862**
Dallas	287,170	23,471	24.8	36.5	16.3	6.0	.0122
Polk	3,395,926	25,579	22.3	34.1	19.2	9.6	.1596
• Des Moines	2,013,440	22,837	25.0	33.8	16.0	7.1	.1008
Warren	356,452	27,710	20.4	36.0	22.8	8.3	.0144
SUBURBAN TOTAL	2,026,108	28,781	19.1	35.3	23.2	11.6	.0854
DUBUQUE	**799,723**	**23,475**	**23.4**	**36.9**	**15.8**	**5.7**	**.0403**
Dubuque	799,723	23,475	23.4	36.9	15.8	5.7	.0403
• Dubuque	550,547	22,736	24.1	35.8	15.4	5.2	.0306
SUBURBAN TOTAL	249,176	24,937	21.6	39.8	16.7	6.7	.0097
IOWA CITY	**894,203**	**23,047**	**24.6**	**29.7**	**16.5**	**10.8**	**.0405**
Johnson	894,203	23,047	24.6	29.7	16.5	10.8	.0405
• Iowa City	524,338	20,733	26.0	26.8	14.6	10.3	.0265
SUBURBAN TOTAL	369,865	26,046	22.2	34.5	19.5	11.5	.0140
SIOUX CITY	**1,079,381**	**22,106**	**24.7**	**34.1**	**14.9**	**6.3**	**.0514**
Woodbury	926,472	21,954	24.8	33.2	15.0	6.6	.0441
• Sioux City	768,339	22,021	24.8	32.8	15.2	6.8	.0380
Dakota, Neb.	*152,909*	*22,800*	*23.5*	*40.1*	*14.3*	*4.6*	*.0073*
SUBURBAN TOTAL	311,042	22,271	24.2	37.3	14.1	5.3	.0134
WATERLOO - CEDAR FALLS	**1,668,321**	**26,057**	**20.8**	**35.1**	**19.8**	**9.0**	**.0760**
Black Hawk	1,439,314	26,511	20.3	34.7	20.7	9.3	.0662
• Cedar Falls	393,038	27,168	20.6	33.7	20.7	12.1	.0214
• Waterloo	803,204	25,287	21.6	33.7	19.8	8.1	.0362
Bremer	229,007	23,656	23.5	36.8	14.8	7.3	.0098
SUBURBAN TOTAL	472,079	26,447	19.5	38.3	19.1	8.3	.0184
OTHER COUNTIES							
Adair	67,146	15,221	35.0	24.7	7.2	2.8	.0034
Adams	40,911	16,608	33.0	30.4	6.5	2.5	.0019
Allamakee	94,450	15,602	34.0	27.5	6.7	1.7	.0049
Appanoose	109,427	14,532	32.0	27.3	5.7	1.7	.0058
Audubon	54,935	14,640	41.0	22.0	6.0	1.9	.0029
Benton	203,274	20,919	25.8	35.8	12.8	4.0	.0085
Boone	245,385	22,026	26.5	33.7	15.4	5.9	.0103
Buchanan	182,168	20,389	27.5	34.4	12.0	4.6	.0081
Buena Vista	166,098	17,958	31.7	31.4	8.9	4.1	.0088
Butler	132,862	18,644	29.6	34.5	7.8	3.6	.0056
Calhoun	102,830	17,525	32.3	28.8	9.0	4.0	.0050
Carroll	178,492	19,165	32.3	33.3	9.4	4.7	.0094
Cass	136,924	17,347	32.4	30.8	7.7	3.5	.0072
Cedar	163,035	21,236	26.3	35.2	12.8	5.0	.0072
Cerro Gordo	474,186	22,462	25.6	34.9	14.4	6.6	.0234
Cherokee	130,352	17,681	32.4	29.4	9.3	4.7	.0068
Chickasaw	104,059	17,368	32.1	31.9	7.7	1.9	.0051
Clarke	59,054	15,018	33.1	25.8	7.3	2.0	.0034
Clay	169,352	18,780	31.9	31.4	9.6	5.4	.0090
Clayton	148,943	16,133	33.0	27.7	7.0	3.2	.0069
Clinton	525,279	24,028	23.0	37.6	18.0	5.1	.0250
Crawford	140,891	18,479	29.3	33.5	8.8	3.5	.0073
Davis	57,538	14,955	30.6	25.3	5.6	3.4	.0030
Decatur	58,157	13,407	32.8	24.3	4.7	.8	.0029
Delaware	136,906	19,520	28.3	34.4	10.2	3.9	.0067
Des Moines	425,141	21,851	26.0	35.2	15.0	4.4	.0204
Dickinson	153,217	20,649	29.8	34.3	12.0	5.8	.0072
Emmet	107,409	19,403	28.6	34.9	9.4	4.2	.0051
Fayette	190,557	17,979	31.1	31.3	8.8	3.8	.0094
Floyd	147,597	18,797	30.1	32.9	9.8	3.3	.0073
Franklin	118,615	20,544	27.3	34.5	12.3	4.8	.0053
Fremont	68,398	16,442	32.8	28.7	7.0	3.2	.0029
Greene	100,116	18,462	29.5	32.1	8.3	5.3	.0043
Grundy	135,274	22,850	25.4	36.8	14.3	6.6	.0055
Guthrie	83,512	15,776	32.1	27.7	7.3	2.1	.0037
Hamilton	145,662	18,830	32.1	32.9	8.8	4.5	.0069
Hancock	115,109	19,449	31.3	34.9	9.4	4.1	.0049
Hardin	173,699	19,008	29.8	33.7	9.3	4.0	.0086
Harrison	109,753	15,960	31.7	28.2	7.4	2.3	.0061
Henry	158,554	19,812	30.2	34.7	11.0	3.7	.0075
Howard	80,524	16,079	32.2	27.6	6.1	4.1	.0037
Humboldt	107,282	19,218	31.7	33.8	9.9	4.0	.0049
Ida	64,599	15,863	34.0	28.6	5.7	3.2	.0030
Iowa	128,382	20,676	28.1	37.7	10.3	4.0	.0062
Jackson	174,552	19,874	26.3	37.0	8.2	4.5	.0080
Jasper	322,861	21,500	26.8	37.2	13.3	4.2	.0148
Jefferson	129,352	18,194	30.5	30.2	10.3	4.0	.0063
Jones	149,705	19,288	28.3	35.8	9.5	2.6	.0070
Keokuk	97,303	17,260	32.5	28.3	8.6	4.0	.0043
Kossuth	168,759	18,485	30.9	31.7	9.6	4.4	.0090
Lee	380,728	21,281	26.6	34.8	13.6	5.1	.0190
Louisa	110,402	23,114	23.8	36.6	15.9	5.8	.0046
Lucas	81,764	16,592	30.1	30.0	7.8	3.0	.0039
Lyon	85,115	16,448	32.9	27.9	6.3	3.9	.0042

Did you hear about CEDAR RAPIDS

It's Eastern Iowa's No. 1 Market . . . $1½ billion in effective buying income*

CEDAR RAPIDS The Gazette

Nobody Covers It Better

71% Daily** Coverage and 74% Sunday Coverage of the Metro Area

* SM&M's Survey of Buying Power, July 1983

**March 31, 1983 ABC AUDIT

REPRESENTED BY BRANHAM NEWSPAPER SALES

IOWA (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Madison	92,393	18,376	27.9	32.3	10.2	2.5	.0045
Mahaska	182,408	18,025	31.0	32.1	7.9	3.7	.0088
Marion	254,417	21,339	26.8	36.6	13.8	3.8	.0113
Marshall	426,657	24,472	23.4	35.7	18.1	7.1	.0195
Mills	108,685	20,072	30.7	36.4	9.3	4.5	.0053
Mitchell	89,087	15,994	33.1	26.0	8.6	4.2	.0042
Monona	79,670	15,484	35.0	24.8	6.3	2.7	.0040
Monroe	74,701	18,624	30.8	30.9	11.5	3.6	.0033
Montgomery	112,783	18,604	30.8	32.8	10.8	2.4	.0052
Muscatine	418,833	25,928	20.5	32.8	19.4	10.7	.0211
O'Brien	128,972	17,453	32.4	29.0	8.7	4.3	.0064
Osceola	62,245	17,420	32.9	29.4	9.8	3.1	.0028
Page	159,725	18,254	31.4	30.8	10.4	3.4	.0080
Palo Alto	98,056	17,516	33.0	29.0	9.8	3.6	.0047
Plymouth	192,532	18,532	31.7	31.7	8.6	5.1	.0098
Pocahontas	85,008	16,906	34.5	28.3	7.9	4.4	.0041
☐ Pottawattamie	794,076	23,065	24.5	34.7	16.5	6.5	.0368
• Council Bluffs	506,998	21,713	26.2	34.1	15.0	5.3	.0260
Poweshiek	159,964	20,037	28.3	35.2	11.4	3.5	.0077
Ringgold	37,923	12,286	30.9	20.7	4.9	2.5	.0018

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Sac	102,697	16,486	37.3	28.6	6.5	3.0	.0049
Shelby	112,220	18,005	34.5	31.3	7.7	4.3	.0051
Sioux	218,453	18,557	34.2	33.2	7.8	3.5	.0113
Story	714,878	23,724	24.5	31.9	17.9	8.7	.0338
Ames	435,831	22,399	25.9	29.3	16.4	9.8	.0222
Tama	148,667	19,300	29.0	34.5	10.3	3.1	.0065
Taylor	53,420	13,929	34.5	22.7	6.0	2.1	.0022
Union	114,735	18,192	29.8	30.4	11.3	2.9	.0057
Van Buren	50,775	13,587	32.9	23.7	5.3	1.3	.0023
Wapello	349,548	19,659	28.1	32.5	12.3	4.4	.0168
Washington	168,789	19,101	30.4	31.6	10.7	5.3	.0081
Wayne	49,388	12,652	35.8	19.3	4.5	1.5	.0024
Webster	394,335	20,453	27.5	33.1	13.1	5.0	.0205
Winnebago	113,157	19,830	31.9	34.3	10.1	5.1	.0050
Winneshiek	161,476	17,662	31.9	29.0	10.4	4.2	.0079
Worth	69,048	17,367	36.2	30.4	8.3	2.2	.0030
Wright	151,657	21,186	26.8	32.0	14.0	7.3	.0064
TOTAL METRO COUNTIES	12,642,022	25,128	22.2	34.7	18.9	8.4	.5829
TOTAL STATE	36,575,919	21,541	26.3	30.4	14.4	6.1	1.2467

KANSAS

KANS. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	531.4	.2277	30.9	11.5	18.3	18.6	23.9	195.9	3,030,040	551,143	288,134	549,339	141,087	553,177	72,420
Johnson	283.7	.1216	31.1	10.5	19.7	20.3	22.0	106.1	2,012,575	278,929	192,284	412,375	109,178	354,501	49,231
• Olathe	39.5	.0169	26.9	13.5	24.6	17.0	13.0	13.3	254,169	38,307	28,299	44,372	18,102	50,517	5,561
Overland Park	83.7	.0359	31.9	10.0	19.0	21.8	22.4	31.6	937,527	71,222	65,651	312,504	27,585	172,061	17,303
Leavenworth	56.0	.0240	30.7	12.2	17.8	19.5	22.9	17.9	155,257	39,053	14,430	22,199	8,137	27,243	4,560
• Leavenworth	34.4	.0147	30.6	13.4	17.9	18.8	23.3	11.0	130,572	31,069	12,078	21,807	7,249	26,411	4,327
Miami	22.4	.0096	33.6	10.1	14.4	17.6	30.4	8.1	66,880	23,689	3,673	3,058	2,865	10,990	1,750
Wyandotte	169.3	.0725	30.3	13.2	16.2	15.5	26.8	63.8	795,328	209,472	77,757	111,707	20,907	160,443	16,879
• Kansas City	158.3	.0679	30.2	13.3	16.2	15.3	27.0	60.1	759,664	198,240	76,280	110,772	20,770	148,527	14,013
SUBURBAN TOTAL	299.2	.1282	32.0	10.0	18.4	20.5	23.9	111.5	1,885,633	283,527	171,477	372,388	94,966	327,722	48,519
LAWRENCE	70.5	.0302	25.0	30.2	19.5	13.3	17.1	25.6	294,431	55,256	32,663	37,709	8,937	42,593	9,451
Douglas	70.5	.0302	25.0	30.2	19.5	13.3	17.1	25.6	294,431	55,256	32,663	37,709	8,937	42,593	9,451
• Lawrence	55.0	.0236	24.4	34.6	20.5	11.8	15.0	20.2	272,383	51,089	31,942	37,557	8,684	38,615	8,033
SUBURBAN TOTAL	15.5	.0066	31.0	14.3	16.1	18.7	24.8	5.4	22,048	4,167	721	152	253	3,978	1,418
TOPEKA	155.7	.0668	31.5	12.6	17.8	17.0	26.7	61.2	838,398	194,976	90,721	122,255	28,296	147,861	34,223
Shawnee	155.7	.0668	31.5	12.6	17.8	17.0	26.7	61.2	838,398	194,976	90,721	122,255	28,296	147,861	34,223
• Topeka	115.0	.0493	32.0	13.7	17.8	15.1	29.5	47.8	807,873	189,060	88,525	122,077	27,537	144,496	34,189
SUBURBAN TOTAL	40.7	.0175	30.0	9.3	17.7	22.3	18.8	13.4	30,525	5,916	2,196	178	759	3,365	34

The midwest test market
you'll keep on testing!

Represented by Branham

Serving Northeast Kansas Morning & Sunday 913-295-1247

The Topeka Capital-Journal

saj newsplan

KANS. (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WICHITA	**422.2**	**.1810**	**30.2**	**13.7**	**18.2**	**16.8**	**24.5**	**163.1**	**2,360,063**	**447,275**	**283,675**	**366,433**	**100,829**	**432,585**	**53,245**
Butler	47.1	.0202	32.1	10.9	15.8	17.8	27.6	17.2	184,576	52,485	19,695	6,074	14,610	46,030	4,953
Sedgwick	375.1	.1608	30.0	14.1	18.4	16.6	24.2	145.9	2,175,487	394,790	263,980	360,359	86,219	386,555	48,292
• Wichita	285.1	.1222	30.3	14.9	19.1	15.4	25.5	116.6	1,932,352	324,903	254,798	350,926	79,628	332,704	46,611
SUBURBAN TOTAL	137.1	.0588	30.0	11.3	16.5	19.6	22.2	46.5	427,711	122,372	28,877	15,507	21,201	99,881	6,634
OTHER COUNTIES															
Allen	15.9	.0068	34.5	10.9	13.7	15.0	34.3	6.3	58,790	15,068	11,156	6,936	1,551	6,661	650
Anderson	9.0	.0039	37.0	9.7	12.2	14.8	37.3	3.3	18,536	5,654	2,218	341	1,265	2,599	506
Atchison	18.2	.0078	31.4	14.6	12.9	15.3	30.1	6.5	57,500	15,413	4,089	4,852	945	11,351	2,201
Barber	6.5	.0028	38.7	9.2	13.6	15.7	38.1	2.6	27,004	6,925	1,195	698	932	6,724	1,622
Barton	31.9	.0137	32.2	12.5	15.4	16.1	29.6	12.4	207,098	42,935	19,123	29,741	7,728	46,902	3,018
Bourbon	16.3	.0070	36.5	10.9	13.8	14.3	37.2	6.8	66,732	16,207	5,787	6,472	2,295	15,609	1,329
Brown	12.2	.0052	37.3	9.5	12.9	13.6	38.7	4.9	33,932	11,182	2,315	1,949	989	7,103	1,070
Chase	3.3	.0014	40.4	8.6	12.8	14.7	40.9	1.3	10,391	2,066	386		101	375	227
Chautauqua	5.3	.0023	43.4	8.1	10.8	15.3	44.1	2.3	11,465	3,149	795	570		2,179	916
Cherokee	22.6	.0096	35.2	9.6	13.6	16.2	34.1	8.8	58,151	24,961	5,986	1,139	2,009	8,578	2,713
Cheyenne	3.5	.0015	42.2	7.9	12.5	14.8	41.9	1.5	9,200	3,374	991	100	408	2,084	193
Clark	2.6	.0012	43.3	6.1	11.7	16.7	42.7	1.0	8,000	1,375	175		471	904	311
Clay	9.8	.0042	38.3	8.8	13.3	15.0	38.5	4.0	33,036	6,712	2,318	1,170	1,171	7,463	311
Cloud	12.2	.0052	38.0	11.9	12.4	13.7	39.2	4.8	51,213	12,301	4,443	3,781	2,030	10,463	1,154
Coffey	10.3	.0044	34.3	10.1	14.8	15.0	33.9	3.8	25,331	6,255	1,777	1,915	1,460	6,237	1,057
Comanche	2.6	.0011	41.4	7.8	12.0	16.6	40.5	1.0	8,719	2,479	394	205	128	1,226	386
Cowley	37.9	.0163	33.7	11.6	14.9	16.2	31.9	14.6	148,036	39,279	11,945	13,860	4,945	26,064	6,953
Crawford	38.3	.0164	34.6	14.9	13.5	14.0	35.4	15.7	137,631	42,575	16,081	20,187	7,196	16,885	2,994
Decatur	4.4	.0019	40.5	9.2	11.7	15.0	40.2	1.8	19,909	5,144	1,736	222	1,096	2,956	340
Dickinson	20.2	.0086	37.2	9.3	12.7	16.7	35.8	8.0	67,911	17,293	4,506	3,859	892	10,939	1,613
Doniphan	9.5	.0041	32.8	12.1	14.2	14.2	32.6	3.4	25,823	6,366	1,594	274	351	1,584	287
Edwards	4.3	.0019	38.9	9.2	13.0	15.6	38.6	1.7	14,456	3,676	1,926	655	630	3,747	242
Elk	3.9	.0016	45.3	7.2	10.[illegible]	15.1	45.7	1.7	6,385	1,413	445	60	31	1,723	407
Ellis	26.5	.0114	26.9	21.6	16.8	13.7	22.6	9.9	199,841	42,531	25,804	22,356	11,217	37,617	5,249
Ellsworth	6.9	.0029	39.9	8.3	12.8	14.5	40.4	2.9	20,851	6,763	1,925	564	486	2,313	345
Finney	25.7	.0111	27.3	13.7	18.6	15.5	20.1	9.1	178,379	41,381	12,632	23,484	9,163	41,120	1,750
Ford	25.2	.0108	30.2	14.1	15.8	15.9	26.5	9.4	152,751	33,798	15,903	20,939	9,122	26,125	1,563
Franklin	22.8	.0097	33.7	12.1	13.6	16.8	31.3	8.7	75,492	21,098	4,587	4,783	2,158	9,786	2,984
Geary	31.1	.0134	24.6	23.6	17.1	14.8	16.8	10.4	116,846	23,460	15,207	18,883	6,101	22,395	1,128
Gove	3.7	.0016	33.0	10.0	14.0	15.5	31.7	1.4	15,398	1,712	2,325	2,143	868	2,020	532
Graham	3.8	.0016	36.6	9.6	12.1	17.2	34.6	1.5	19,832	4,799	618	55	320	5,708	692
Grant	7.3	.0031	28.2	11.7	17.5	18.5	19.7	2.6	38,181	9,200	2,372	4,763	971	10,496	935
Gray	5.3	.0023	30.6	11.4	16.5	16.6	26.2	1.8	20,958	7,531	645	162	392	5,739	1,395
Greeley	1.9	.0008	32.6	11.7	13.5	16.3	30.4	.7	4,469	1,015	420			495	
Greenwood	8.7	.0037	42.0	7.7	11.8	15.1	42.1	3.7	28,350	7,948	1,929	1,088	487	4,098	711
Hamilton	2.5	.0011	37.9	8.5	12.8	16.9	36.4	1.0	8,540	2,066	708	565	239	2,565	547
Harper	7.8	.0033	41.4	7.7	12.4	15.9	41.1	3.3	27,828	5,309	2,772	2,434	1,518	6,201	1,393
Harvey	31.7	.0136	32.5	13.2	15.6	16.2	29.9	11.5	111,554	28,823	11,047	6,250	2,409	15,371	3,771
Haskell	3.8	.0017	29.2	10.8	17.4	17.7	22.2	1.3	6,333	2,454	544			84	814
Hodgeman	2.2	.0009	37.6	9.9	12.3	16.0	36.8	.9	2,977	734	448	46	39	352	48
Jackson	12.2	.0052	33.5	8.7	14.7	17.3	30.5	4.4	52,101	10,322	2,341	1,159	670	18,720	1,282
Jefferson	16.3	.0070	33.6	8.6	15.4	18.4	29.5	5.6	25,634	4,974	1,835	127	490	4,282	606
Jewell	5.0	.0022	40.9	8.4	12.3	15.1	40.6	2.1	7,800	1,765	1,310	275	228	1,361	122
Kearny	3.7	.0015	29.1	11.2	15.4	16.4	24.5	1.2	7,740	3,016	624		194	1,335	647
Kingman	9.1	.0039	36.0	10.1	13.4	15.7	35.3	3.4	27,489	10,357	2,239	1,043	1,014	6,514	734
Kiowa	4.0	.0018	36.3	10.7	14.0	14.9	36.4	1.6	15,439	3,214	2,643	698	666	3,091	488
Labette	26.0	.0111	33.5	10.4	14.7	15.1	32.7	10.0	98,834	29,326	6,329	7,158	3,735	19,471	4,575
Lane	2.5	.0011	35.9	8.4	13.8	17.7	33.4	1.0	6,013	2,288	451	103	152	1,208	31
Lincoln	4.1	.0017	44.7	7.4	12.3	13.7	44.8	1.7	11,818	3,110	681	1,030	542	2,077	197
Linn	8.5	.0037	39.0	7.5	13.2	15.6	38.8	3.4	19,226	6,937	1,211	200	348	5,421	686
Logan	3.5	.0015	34.9	9.9	13.7	15.4	34.5	1.4	16,511	5,624	690	1,463	381	3,489	467

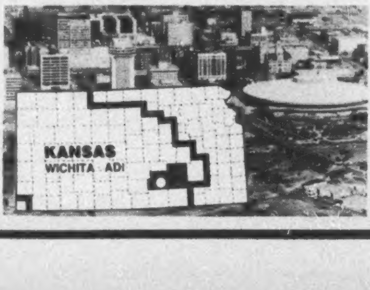
WICHITA IS KANSAS. *And one newspaper delivers it!*

Kansas' fertile economy, based on wheat, airplanes, oil and gas, can produce heavy sales. Reach it with Wichita's huge 66-county ADI covering almost the entire state!

1,076,100 population
411,300 households (59th ADI)
$10,080,271,000 EBI (50th ADI)

Reach it with a single newspaper buy, the Wichita Eagle-Beacon!

Kansas' largest newspaper, the Eagle-Beacon is home delivered in



58 counties and offers more than 2½ times the ADI coverage of any other newspaper.

Total circulation:
183,990 Sunday, 123,282 daily.

Contact: Knight-Ridder Newspaper Sales, Inc.

The Wichita
Eagle-Beacon

Sources: 1982 S&MM; 9/30/82 ABC

KANS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lyon	36.5	.0156	27.8	20.8	18.8	13.3	23.1	13.8	165,344	34,385	20,934	27,813	8,374	28,047	3,325
McPherson	27.7	.0119	33.0	14.1	15.0	15.3	31.7	10.4	100,260	29,785	12,961	4,815	3,267	14,391	2,225
Marion	13.5	.0058	40.1	10.8	12.1	14.4	40.7	5.2	41,894	10,987	3,158	1,135	2,075	6,790	1,057
Marshall	12.7	.0054	40.1	9.8	11.9	15.0	40.2	5.1	51,211	10,780	2,410	2,243	7,426	9,438	2,753
Meade	4.8	.0021	35.0	10.9	13.3	16.0	34.0	1.8	11,062	3,505	534	266	451	3,044	205
Mitchell	8.3	.0035	34.7	10.5	14.0	13.7	36.0	3.4	40,885	6,705	2,700	2,545	1,596	9,877	567
Montgomery	43.6	.0187	34.7	10.6	14.2	15.7	33.8	17.1	211,932	51,054	13,855	24,474	6,754	39,197	6,874
Morris	6.4	.0028	40.6	8.6	11.6	15.8	40.4	2.6	17,689	4,380	1,807	709	540	3,991	120
Morton	3.4	.0014	30.2	11.5	15.9	18.0	24.4	1.2	12,760	4,743	627	186	267	4,737	111
Nemaha	11.2	.0048	35.4	10.0	12.1	14.2	36.2	4.1	29,394	8,263	1,871	1,295	1,145	6,992	733
Neosho	19.2	.0083	34.5	10.6	13.9	15.8	33.5	7.3	99,039	20,894	9,721	12,182	5,127	23,529	2,038
Ness	4.5	.0019	37.9	10.5	12.8	15.1	37.8	1.8	14,093	4,051	1,224	77	234	4,063	260
Norton	6.5	.0028	39.1	8.1	13.9	16.4	38.6	2.7	24,211	5,611	1,627	1,759	1,461	5,020	511
Osage	16.0	.0068	34.2	9.9	14.5	17.1	31.7	5.9	36,787	14,937	2,140	264	1,341	7,268	1,145
Osborne	5.9	.0026	42.4	8.5	11.2	13.9	42.9	2.4	16,790	3,582	1,068	293	711	2,233	281
Ottawa	6.0	.0025	38.9	8.5	12.3	16.8	37.9	2.3	16,513	3,774	1,096	458	402	5,995	298
Pawnee	8.0	.0035	36.1	9.3	15.4	16.9	34.4	3.2	34,375	8,637	3,513	7,762	1,122	5,529	642
Phillips	7.4	.0031	39.0	7.8	13.2	16.1	38.3	2.9	24,984	8,114	1,863	665	1,595	4,707	768
Pottawatomie	15.6	.0067	31.6	11.8	16.7	15.7	28.6	5.8	43,643	13,819	3,876	1,106	1,403	8,777	2,061
Pratt	10.5	.0045	35.1	12.4	14.2	15.8	34.4	4.2	59,704	18,107	4,418	6,244	2,354	10,309	1,447
Rawlins	4.1	.0018	37.0	8.7	13.3	15.8	36.3	1.6	8,994	2,269	415	538	274	2,411	396
Reno	66.7	.0286	32.0	12.9	16.3	16.3	28.8	25.9	335,277	81,162	35,863	41,363	15,296	45,558	12,383
Hutchinson	41.3	.0177	31.5	14.8	16.8	14.9	29.2	16.7	297,394	75,748	32,523	39,263	14,923	36,053	11,242
Republic	7.3	.0031	43.6	8.5	11.6	14.9	43.6	3.1	17,685	6,087	1,803	870	854	2,300	1,246
Rice	11.9	.0051	36.8	11.7	12.3	16.2	35.8	4.8	35,293	10,376	3,016	894	931	4,965	1,662
Riley	65.7	.0282	23.5	36.9	19.4	10.3	12.4	20.6	230,208	46,661	41,398	37,778	12,282	25,845	2,965
Rooks	7.0	.0030	36.3	9.7	12.5	14.2	37.1	2.7	22,949	5,970	1,640	328	1,113	1,781	868
Rush	4.5	.0019	42.9	8.1	11.9	15.0	42.5	1.7	10,587	1,908	1,131	84	300	1,052	361
Russell	8.9	.0038	38.9	9.2	13.5	15.7	38.5	3.6	41,602	10,487	3,127	2,847	1,189	13,041	875
Saline	49.8	.0214	30.9	14.0	17.0	16.6	26.4	19.5	282,791	60,354	29,503	36,899	14,295	54,958	5,171
Salina	42.6	.0183	30.5	14.8	17.3	16.2	26.0	17.0	278,699	60,209	27,925	36,899	14,217	54,926	5,171
Scott	5.8	.0024	31.3	9.7	16.7	16.3	27.5	2.1	28,703	7,075	2,418	3,560	1,910	4,480	906
Seward	17.7	.0076	28.1	14.6	17.4	16.4	21.7	6.5	134,956	33,869	11,236	15,839	8,169	25,781	1,891
Sheridan	3.5	.0015	33.3	9.5	12.9	16.0	31.8	1.3	8,733	2,129	318	362	388	910	356
Sherman	7.7	.0033	32.2	11.6	15.1	17.0	28.7	3.0	42,842	9,055	3,704	3,276	1,945	8,614	1,836
Smith	5.7	.0024	43.4	8.2	11.2	15.5	43.2	2.4	19,615	7,920	881	1,415	233	3,741	434
Stafford	5.6	.0024	42.5	8.0	11.7	15.1	42.8	2.4	19,056	6,267	1,177	408	390	3,434	777
Stanton	2.3	.0010	30.1	11.2	14.9	19.8	22.8	.8	5,247	2,358	239		65	397	93
Stevens	5.0	.0021	30.9	11.0	15.5	16.2	27.5	1.7	16,196	5,854	839	772	120	2,267	757
Sumner	25.6	.0110	34.8	10.0	13.9	16.1	33.6	9.7	63,061	19,418	6,087	4,633	3,648	8,972	2,982
Thomas	8.7	.0037	29.3	16.0	15.2	15.3	26.0	3.1	49,102	13,661	4,474	2,504	1,279	8,097	1,001
Trego	4.1	.0018	36.4	9.5	13.3	14.2	37.1	1.6	17,097	3,991	1,544	376	61	1,470	818
Wabaunsee	7.1	.0030	36.7	8.4	13.1	16.7	35.3	2.5	8,709	1,349	1,942	41	245	327	115
Wallace	2.0	.0009	32.7	9.6	15.8	15.6	30.7	.7	6,983	2,922	51		37	1,181	28
Washington	8.4	.0036	41.1	8.1	11.1	14.3	41.5	3.3	19,211	5,446	1,624	885	1,204	1,314	156
Wichita	3.0	.0013	30.0	10.5	15.3	16.9	25.4	1.1	16,265	3,552	1,163	158	262	7,613	103
Wilson	12.4	.0053	37.0	8.9	13.3	14.8	37.2	4.8	26,923	10,445	1,517	1,404	633	3,299	1,422
Woodson	4.6	.0020	42.3	9.2	12.3	14.1	42.9	1.8	11,301	2,598	916	136	168	3,191	
TOTAL METRO COUNTIES	**1,179.8**	**.5057**	**30.3**	**13.5**	**18.2**	**17.4**	**24.1**	**445.8**	**6,522,932**	**1,248,650**	**695,193**	**1,075,736**	**279,149**	**1,176,216**	**169,339**
TOTAL STATE	**2,415.1**	**1.0352**	**31.3**	**13.5**	**16.5**	**16.3**	**27.6**	**915.4**	**11,477,322**	**2,491,303**	**1,166,243**	**1,550,154**	**486,619**	**2,076,959**	**300,554**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**5,827,767**	**26,793**	**20.4**	**33.4**	**20.4**	**11.6**	**.2624**
Johnson	3,725,527	31,815	16.4	33.0	25.4	17.6	.1649
• Olathe	402,081	28,614	19.4	38.0	24.5	8.9	.0196
Overland Park	1,107,342	32,835	15.3	33.6	27.2	17.8	.0583
Leavenworth	487,991	24,309	22.9	36.3	17.6	6.0	.0203
• Leavenworth	293,291	22,409	24.9	35.3	15.0	5.3	.0133
Miami	185,440	20,238	28.2	33.9	12.2	4.5	.0080
Wyandotte	1,428,809	20,457	25.5	33.3	13.8	4.1	.0692
• Kansas City	1,328,643	20,158	25.7	33.1	13.5	3.9	.0649
SUBURBAN TOTAL	3,803,752	30,780	17.3	32.9	24.1	16.7	.1646
LAWRENCE	**617,611**	**19,343**	**27.3**	**28.7**	**12.9**	**6.8**	**.0283**
Douglas	617,611	19,343	27.3	28.7	12.9	6.8	.0283
• Lawrence	475,637	18,037	27.9	26.8	11.9	6.6	.0231
SUBURBAN TOTAL	141,974	24,341	24.6	35.8	16.6	7.7	.0052
TOPEKA	**1,686,600**	**24,617**	**24.0**	**34.1**	**18.4**	**8.5**	**.0751**
Shawnee	1,686,600	24,617	24.0	34.1	18.4	8.5	.0751
• Topeka	1,237,766	22,399	26.4	33.5	15.1	7.6	.0604
SUBURBAN TOTAL	448,834	32,196	14.9	36.3	30.2	12.1	.0147

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WICHITA	**4,799,596**	**26,236**	**21.1**	**33.3**	**20.1**	**11.1**	**.2110**
Butler	430,741	23,165	24.4	35.8	16.9	5.4	.0190
Sedgwick	4,368,855	26,648	20.7	33.1	20.5	11.7	.1920
• Wichita	3,337,275	25,244	22.1	33.0	18.9	10.6	.1540
SUBURBAN TOTAL	1,462,321	28,677	18.4	34.3	22.9	12.3	.0570
OTHER COUNTIES							
Allen	126,449	17,041	30.8	28.7	8.9	3.4	.0058
Anderson	64,233	16,299	34.0	25.5	8.8	3.8	.0029
Atchison	128,434	16,766	31.0	30.5	7.5	2.3	.0061
Barber	60,016	19,449	27.6	30.9	12.0	5.5	.0026
Barton	329,609	23,294	24.3	34.2	15.7	8.7	.0160
Bourbon	128,391	15,551	30.8	27.5	6.9	3.3	.0062
Brown	87,748	15,106	34.1	25.1	6.1	2.9	.0039
Chase	24,884	17,000	26.6	31.0	8.6	2.5	.0012
Chautauqua	47,530	16,507	30.5	26.4	9.5	4.6	.0019
Cherokee	161,912	15,702	29.9	28.4	7.1	2.7	.0072
Cheyenne	31,227	17,818	29.4	28.3	10.7	4.8	.0013
Clark	19,837	16,900	31.9	29.7	7.5	3.5	.0008

KANS. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clay	74,656	15,885	33.5	28.0	6.6	2.7	.0035
Cloud	87,403	15,304	34.6	25.0	7.8	2.1	.0045
Coffey	93,602	20,778	26.5	28.2	17.0	6.6	.0037
Comanche	19,929	16,973	37.2	27.8	7.2	3.8	.0009
Cowley	319,715	18,766	29.4	31.8	11.0	3.9	.0147
Crawford	297,324	15,274	29.2	26.8	8.2	3.1	.0139
Decatur	35,736	16,639	34.0	27.9	8.0	3.6	.0017
Dickinson	157,180	16,916	32.3	29.7	8.2	3.0	.0072
Doniphan	61,651	16,248	31.6	29.8	6.9	1.9	.0030
Edwards	32,876	16,537	32.2	28.4	8.1	2.9	.0015
Elk	29,579	14,161	33.5	23.8	5.2	3.3	.0011
Ellis	245,692	21,531	26.8	34.1	13.8	5.9	.0135
Ellsworth	54,122	16,340	32.7	28.2	6.8	2.9	.0023
Finney	237,235	22,739	28.1	35.9	14.1	7.4	.0126
Ford	230,136	21,932	25.1	35.5	13.3	6.3	.0117
Franklin	194,224	18,629	31.8	30.8	11.4	4.0	.0084
Geary	232,423	17,157	35.7	28.1	9.2	3.7	.0112
Gove	26,439	15,896	33.6	25.9	7.0	4.3	.0013
Graham	33,846	18,227	29.3	27.1	12.1	5.7	.0017
Grant	62,766	21,878	27.1	38.4	14.4	4.5	.0031
Gray	44,374	22,164	27.1	38.7	11.4	6.7	.0021
Greeley	12,992	16,500	34.3	28.8	7.3	2.3	.0006
Greenwood	63,810	14,391	32.9	25.4	5.2	2.8	.0030
Hamilton	20,365	17,407	32.3	30.0	10.6	2.7	.0008
Harper	59,655	15,673	32.6	28.1	6.4	2.4	.0029
Harvey	289,485	22,554	25.7	36.8	15.1	5.4	.0124
Haskell	29,504	20,659	30.3	36.5	10.2	5.4	.0012
Hodgeman	15,735	15,514	38.0	27.2	4.3	2.1	.0006
Jackson	92,718	19,504	27.8	35.6	10.1	3.0	.0047
Jefferson	123,778	20,546	26.7	36.6	11.5	3.3	.0049
Jewell	32,920	13,377	33.5	22.0	5.4	1.4	.0014
Kearny	28,749	21,432	29.3	36.4	11.5	6.5	.0013
Kingman	68,495	17,532	32.1	30.9	7.5	3.6	.0031
Kiowa	36,292	19,214	28.3	31.2	12.1	4.7	.0016
Labette	215,975	18,989	28.0	32.1	11.6	3.7	.0099
Lane	20,237	17,516	33.9	27.3	10.4	3.7	.0008
Lincoln	28,129	14,059	38.1	23.4	4.2	1.4	.0012
Linn	62,258	15,056	31.5	25.8	7.5	2.5	.0029
Logan	26,847	17,047	33.1	30.8	6.4	3.2	.0013
Lyon	342,132	21,637	25.5	32.3	16.6	5.1	.0155
McPherson	262,004	22,194	26.7	35.5	14.8	5.8	.0111
Marion	101,453	16,690	33.1	29.6	7.4	2.7	.0047
Marshall	94,511	15,344	34.0	25.3	7.0	3.3	.0046
Meade	36,677	18,167	32.8	32.0	9.2	3.1	.0016
Mitchell	61,151	15,568	35.8	25.5	6.3	2.6	.0033
Montgomery	389,139	19,381	28.2	31.2	12.2	5.0	.0184
Morris	49,362	15,933	32.7	26.6	7.5	3.2	.0023
Morton	30,005	22,419	25.1	33.4	14.3	8.2	.0012
Nemaha	74,473	14,898	32.7	24.9	6.7	3.2	.0035
Neosho	168,732	19,786	28.6	31.8	11.9	5.7	.0083
Ness	37,652	17,556	30.3	29.5	9.2	4.3	.0015
Norton	50,671	14,944	32.0	27.1	4.3	4.3	.0025
Osage	131,214	20,025	27.3	34.0	12.2	3.8	.0054
Osborne	39,012	13,765	37.3	22.5	4.2	1.7	.0018
Ottawa	43,049	16,167	33.2	27.7	6.7	3.3	.0020
Pawnee	70,860	18,616	33.2	30.4	12.5	3.0	.0032
Phillips	57,764	17,207	30.1	29.8	8.8	3.1	.0027
Pottawatomie	126,682	19,864	29.0	34.8	11.8	3.1	.0054
Pratt	100,008	21,176	26.8	34.0	12.3	6.8	.0048
Rawlins	30,205	15,579	35.6	23.6	8.8	3.3	.0014
Reno	613,472	20,877	28.1	34.3	13.3	4.9	.0289
Hutchinson	385,993	20,096	29.5	33.0	12.7	4.6	.0206
Republic	56,568	14,342	35.6	22.5	5.9	2.9	.0024
Rice	112,284	20,615	25.7	34.3	11.4	6.1	.0046
Riley	506,395	16,682	34.6	26.6	9.7	4.2	.0236
Rooks	57,457	18,465	31.6	30.8	9.6	4.8	.0025
Rush	31,676	16,571	32.1	30.1	6.7	2.3	.0014
Russell	91,178	20,326	27.8	28.1	13.9	8.8	.0040
Saline	461,827	20,708	28.9	34.7	12.5	4.8	.0227
Salina	397,193	20,274	29.6	34.2	12.0	4.6	.0204
Scott	46,103	18,806	32.0	32.0	8.3	5.4	.0024
Seward	171,613	23,551	25.7	36.2	15.9	6.8	.0092
Sheridan	21,234	13,864	38.5	22.4	5.1	1.5	.0009
Sherman	60,914	17,231	36.5	29.9	7.9	3.0	.0033
Smith	35,240	12,318	36.0	20.7	2.9	1.0	.0019
Stafford	52,664	18,986	30.1	32.4	11.0	3.7	.0022
Stanton	17,867	18,700	33.9	29.8	10.8	4.9	.0008
Stevens	39,617	2[illegible],878	28.6	34.3	12.4	5.8	.0017
Sumner	223,980	21,012	27.2	35.0	13.9	3.7	.0091
Thomas	66,825	18,360	29.8	30.4	10.7	4.3	.0036
Trego	32,222	17,393	33.7	29.5	7.8	3.8	.0015
Wabaunsee	47,984	16,885	34.2	33.1	5.8	1.9	.0020
Wallace	10,153	12,966	39.7	17.7	3.7	1.3	.0007
Washington	48,087	12,007	36.5	17.9	3.2	1.4	.0023
Wichita	24.345	19,520	29.4	32.4	12.6	3.9	.0012
Wilson	90,257	16,337	33.1	29.1	7.4	2.0	.0039
Woodson	30,785	14,000	33.9	24.4	5.4	2.2	.0014
TOTAL METRO COUNTIES	**12,931,574**	**25,879**	**21.5**	**33.3**	**19.6**	**10.7**	**.5768**
TOTAL STATE	**23,188,199**	**21,774**	**25.9**	**32.0**	**15.0**	**7.4**	**1.0543**

KENTUCKY

KY.

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CLARKSVILLE - HOPKINSVILLE	**158.5**	**.0679**	**26.3**	**19.9**	**18.0**	**15.6**	**18.7**	**50.8**	**630,575**	**131,248**	**53,104**	**110,143**	**30,227**	**113,212**	**18,093**
Christian	69.6	.0298	25.5	20.7	17.3	14.4	19.2	20.8	263,850	63,181	18,545	38,863	12,167	40,733	8,017
• Hopkinsville	28.8	.0123	31.9	11.0	15.8	17.5	27.6	10.6	195,550	54,738	14,161	10,305	11,168	35,332	7,329
Montgomery, Tenn.	*88.9*	*.0381*	*26.8*	*19.3*	*18.5*	*16.6*	*18.3*	*30.0*	*366,725*	*68,067*	*34,559*	*71,280*	*18,060*	*72,479*	*10,076*
• *Clarksville*	*59.1*	*.0253*	*25.4*	*22.6*	*18.8*	*15.7*	*16.2*	*19.9*	*356,237*	*64,779*	*34,097*	*70,225*	*15,593*	*71,434*	*9,830*
SUBURBAN TOTAL	70.6	.0303	25.1	21.3	18.4	14.8	17.0	20.3	78,788	11,731	4,846	29,613	3,466	6,446	934
HUNTINGTON - ASHLAND	**341.7**	**.1463**	**31.8**	**11.8**	**16.0**	**17.7**	**27.1**	**123.3**	**1,530,822**	**404,886**	**104,871**	**225,692**	**78,645**	**219,798**	**58,475**
Boyd	55.7	.0238	32.7	11.3	16.2	18.3	28.0	20.7	321,956	73,375	19,927	79,844	16,624	39,951	9,209
• Ashland	26.6	.0114	36.7	10.9	13.8	16.9	35.0	10.8	287,511	66,366	16,809	75,269	14,047	37,441	7,844
Carter	26.2	.0112	29.4	12.4	15.7	17.1	24.0	8.7	97,565	30,941	2,704	9,490	7,429	8,698	3,437
Greenup	40.4	.0173	30.5	10.7	16.5	19.4	23.3	13.5	86,095	36,338	5,124	4,090	3,346	11,455	1,751
Lawrence, Ohio	*65.8*	*.0282*	*31.4*	*10.8*	*15.5*	*17.8*	*26.5*	*23.3*	*202,371*	*53,924*	*11,534*	*24,906*	*13,825*	*30,188*	*7,870*
Cabell, W. Va.	*105.5*	*.0452*	*32.9*	*13.4*	*15.6*	*16.7*	*30.1*	*40.5*	*677,746*	*163,489*	*58,455*	*102,740*	*31,646*	*109,427*	*31,362*
• *Huntington*	*61.6*	*.0264*	*35.0*	*14.9*	*14.3*	*14.7*	*35.3*	*25.2*	*516,151*	*113,856*	*46,727*	*81,082*	*27,111*	*96,840*	*25,888*
Wayne, W. Va.	*48.1*	*.0206*	*31.0*	*11.3*	*15.8*	*18.3*	*25.4*	*15.6*	*145,089*	*46,819*	*7,127*	*4,622*	*5,775*	*20,079*	*4,846*
SUBURBAN TOTAL	253.5	.1085	30.7	11.2	16.5	18.6	24.3	87.3	727,160	224,664	41,335	69,341	37,487	85,517	24,743

We've Put It All Together

In one of the nation's most lucrative marketplaces, we've put it all together...everything the savvy media buyer wants in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, TMC options and low cost.

	1975	1982	Seven-year Growth %
Population	294,700	327,900	11.2%
EBI	$1.4 billion	$2.8 billion	100%
EBI/HH	$14,712	23,790	61.7%
Retail Sales	$848 million	$1.9 billion	124.0%
RS/HH	$8,715	$15,991	84.4%

Source: 1983 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook The Blue Grass and You've Overlooked Kentucky!"

KY. (cont.) [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LEXINGTON-FAYETTE	**327.9**	**.1405**	**29.3**	**15.9**	**19.3**	**17.1**	**22.0**	**121.0**	**1,935,808**	**457,682**	**179,443**	**329,157**	**82,412**	**254,584**	**57,625**
Bourbon	19.4	.0084	32.5	10.3	15.9	18.0	28.0	7.0	62,497	27,113	4,874	3,090	1,035	8,923	2,977
Clark	29.3	.0125	30.8	10.7	17.7	18.1	24.4	10.5	160,351	44,158	16,421	17,507	3,915	27,982	5,868
Fayette	209.7	.0899	29.0	17.8	20.4	16.6	21.2	80.2	1,527,399	316,956	141,793	300,068	73,005	198,469	41,434
• Lexington-Fayette	209.7	.0899	29.0	17.8	20.4	16.6	21.2	80.2	1,527,399	316,956	141,793	300,068	73,005	198,469	41,434
Jessamine	28.4	.0122	27.8	15.5	19.7	16.9	19.0	9.3	90,065	38,181	3,980	3,459	1,987	11,063	3,072
Scott	22.7	.0097	29.8	13.8	16.5	17.8	23.6	7.7	50,833	14,917	6,750	3,470	1,320	5,460	2,279
Woodford	18.4	.0078	30.7	10.9	16.9	19.7	23.1	6.3	44,663	16,357	5,625	1,563	1,150	2,687	1,995
SUBURBAN TOTAL	118.2	.0506	30.1	12.4	17.5	18.0	23.3	40.8	408,409	140,726	37,650	29,089	9,407	56,115	16,191
LOUISVILLE	**963.2**	**.4129**	**30.8**	**12.3**	**17.6**	**17.5**	**25.2**	**353.3**	**4,848,453**	**1,254,540**	**551,995**	**718,966**	**223,224**	**655,451**	**178,085**
Bullitt	47.5	.0203	26.8	11.1	18.6	19.7	15.1	14.4	58,824	12,701	4,401	988	2,456	5,229	2,175
Jefferson	676.4	.2899	31.3	12.6	17.6	17.0	26.6	256.4	3,859,572	1,018,333	462,739	586,165	187,108	492,774	141,778
• Louisville	286.3	.1227	33.0	13.2	16.2	14.4	32.4	116.7	1,372,091	433,725	206,356	128,802	55,303	141,271	58,418
Oldham	31.3	.0134	28.8	11.7	21.3	21.5	15.2	9.1	84,560	19,965	3,420	1,028	3,173	27,277	3,167
Shelby	24.4	.0105	32.2	11.1	16.0	18.8	26.8	8.3	86,047	25,848	6,121	7,640	1,507	15,732	2,753
Clark, Ind.	*91.7*	*.0394*	*29.9*	*11.8*	*18.2*	*17.8*	*22.9*	*32.9*	*459,732*	*77,588*	*45,802*	*108,817*	*11,304*	*72,722*	*16,662*
Floyd, Ind.	*62.6*	*.0268*	*31.3*	*11.4*	*17.0*	*17.8*	*25.8*	*22.4*	*223,031*	*72,210*	*23,485*	*8,575*	*13,966*	*32,474*	*8,793*
• *New Albany*	*38.0*	*.0163*	*32.7*	*11.9*	*16.4*	*15.6*	*30.6*	*14.7*	*205,382*	*64,367*	*21,581*	*8,575*	*13,489*	*31,743*	*8,689*
Harrison, Ind.	*29.3*	*.0126*	*30.1*	*11.3*	*16.6*	*18.0*	*23.9*	*9.8*	*76,687*	*27,895*	*6,027*	*5,753*	*3,710*	*9,243*	*2,757*
SUBURBAN TOTAL	638.9	.2739	29.9	11.9	18.5	18.9	21.6	221.9	3,270,980	756,448	324,058	581,589	154,432	482,437	110,978
OWENSBORO	**86.9**	**.0372**	**30.4**	**12.5**	**16.2**	**17.3**	**25.3**	**31.5**	**485,284**	**108,949**	**40,943**	**77,826**	**24,183**	**71,418**	**16,514**
Daviess	86.9	.0372	30.4	12.5	16.2	17.3	25.3	31.5	485,284	108,949	40,943	77,826	24,183	71,418	16,514
• Owensboro	55.3	.0237	31.2	13.0	16.2	16.6	27.2	21.1	461,461	99,586	38,864	77,799	24,183	68,746	15,651
SUBURBAN TOTAL	31.6	.0135	29.0	11.7	16.2	18.4	21.9	10.4	23,823	9,363	2,079	27		2,672	863

Look at Louisville, see the nation.

Louisville's demography and buying patterns are representative of the U.S., and its central location facilitates product distribution. Yet, Louisville remains relatively isolated from other major markets and has minimal outside media interferences.

Find out why Louisville is a recommended test market. Call The Courier-Journal and The Louisville Times national advertising department, 502-582-4703.

Represented nationally by Sawyer-Ferguson-Walker Co., Inc.

The Courier-Journal
The Louisville Times

KY. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adair	15.8	.0068	34.6	10.4	13.4	17.7	31.8	5.6	40,214	16,237	1,589	1,420	954	6,656	989
Allen	14.6	.0063	35.1	10.2	13.8	17.9	32.2	5.5	44,014	20,058	1,438	2,688	640	3,289	2,104
Anderson	13.4	.0057	31.2	10.6	17.1	18.0	25.6	4.6	39,324	13,149	1,554	2,367	659	8,110	1,794
Ballard	8.7	.0037	35.1	9.5	14.5	17.0	33.1	3.4	38,664	13,911	1,670	98	286	9,166	725
Barren	35.3	.0152	33.2	10.8	15.5	17.7	29.5	13.0	167,872	42,852	12,876	14,490	10,236	21,075	6,957
Bath	10.3	.0044	32.2	11.0	15.0	17.2	28.5	3.7	16,188	4,758	632	775	1,601	2,991	578
Bell	34.8	.0149	30.1	11.2	15.9	16.4	25.8	11.9	191,768	64,346	8,412	15,224	9,665	25,144	10,626
☐ Boone	49.8	.0213	28.6	11.7	18.7	19.0	19.0	16.7	455,437	91,807	36,578	103,472	3,759	32,766	8,627
Boyle	25.5	.0110	31.7	12.0	15.6	17.3	27.5	9.3	118,543	32,941	7,790	23,397	3,353	16,223	3,829
Bracken	7.9	.0033	33.5	10.3	13.6	16.7	31.3	2.7	18,070	5,531	1,102	872	551	3,694	799
Breathitt	17.5	.0075	27.2	12.9	16.3	15.8	21.6	5.4	44,500	11,330	1,400	6,351	2,217	8,705	900
Breckinridge	17.3	.0075	32.0	10.7	15.2	16.3	29.1	6.1	55,178	27,004	1,718	1,460	979	5,205	2,336
Butler	11.4	.0049	32.2	11.1	14.9	17.1	28.7	3.9	36,572	11,162	2,034	152	408	9,353	1,631
Caldwell	13.4	.0058	36.3	9.9	14.3	16.9	34.6	5.1	68,042	18,106	3,424	4,133	3,017	16,715	2,690
Calloway	30.3	.0129	30.7	21.4	14.1	15.4	28.6	11.0	148,242	38,813	11,390	10,577	5,929	32,176	4,241
☐ Campbell	81.6	.0350	31.0	12.3	15.3	16.0	27.8	28.5	302,985	97,905	34,663	28,647	8,719	37,940	15,390
Carlisle	5.5	.0024	36.6	9.7	12.9	17.2	34.7	2.1	19,776	5,848	507	1,191	109	2,194	485
Carroll	9.4	.0040	32.7	11.1	14.7	17.8	28.9	3.4	28,454	8,588	2,377	1,222	1,100	4,565	1,227
Casey	15.2	.0066	32.0	10.4	14.9	16.6	28.9	5.6	30,937	15,270	1,310	1,604	1,063	2,685	771
Clay	23.7	.0102	27.3	12.0	15.7	16.2	21.6	7.3	97,958	38,862	2,533	5,715	5,221	20,991	2,878
Clinton	9.5	.0041	33.3	11.0	14.2	18.4	29.2	3.3	23,007	9,751	1,353	1,093	1,004	2,688	1,154
Crittenden	9.4	.0040	35.1	10.3	14.5	17.4	32.6	3.5	28,122	13,732	904	819	715	5,446	734
Cumberland	7.4	.0032	35.2	10.4	13.9	17.0	33.4	2.8	23,888	9,288	474	940	362	5,029	990
Edmonson	10.3	.0044	31.8	10.9	14.7	18.3	26.9	3.4	14,267	4,523	751	867	632	1,650	1,174
Elliott	7.1	.0031	28.8	11.1	16.4	16.4	23.5	2.4	6,150	2,919	22	189	225	288	830
Estill	14.8	.0063	31.2	10.7	14.8	17.6	26.8	5.1	55,370	16,188	3,961	7,081	896	10,484	3,252
Fleming	12.5	.0054	32.1	10.7	15.8	16.4	29.0	4.6	45,273	16,676	2,466	2,156	2,984	11,024	2,999
Floyd	51.9	.0222	29.2	11.6	17.1	16.3	23.7	17.5	250,534	54,116	8,351	20,153	8,847	74,289	10,141
Franklin	43.4	.0186	31.2	12.1	18.9	18.1	24.7	16.8	186,246	62,714	18,658	13,931	6,545	15,951	7,331
Fulton	8.6	.0037	35.2	9.9	12.9	15.5	34.8	3.3	57,798	19,176	2,040	8,178	2,443	5,993	1,185
Gallatin	5.0	.0021	30.9	10.8	15.1	18.3	25.6	1.8	14,973	5,380	1,694	90	176	172	516
Garrard	11.2	.0048	33.9	10.3	15.7	18.1	30.1	4.1	28,477	5,942	1,721	884	1,054	1,856	1,654
Grant	14.2	.0061	31.1	10.2	15.0	18.3	25.9	4.6	46,667	6,340	5,427	673	1,556	8,882	1,451
Graves	34.5	.0148	35.9	10.0	14.4	17.1	34.0	13.3	134,147	38,596	6,089	7,902	7,959	26,393	7,029
Grayson	21.9	.0094	32.0	10.9	14.8	16.5	29.0	7.7	65,451	20,194	2,222	3,003	3,626	8,843	2,753
Green	11.1	.0048	34.9	10.0	14.6	17.9	31.9	4.0	29,375	12,123	2,270	2,339	1,079	3,144	1,321
Hancock	7.9	.0034	29.1	11.0	16.9	17.6	22.5	2.7	12,040	6,415	206			1,770	111
Hardin	89.5	.0383	24.1	24.6	16.9	15.2	14.7	26.4	371,732	73,696	36,804	25,457	12,363	68,930	8,383
Harlan	42.8	.0184	29.0	11.8	16.5	15.0	25.0	14.5	187,244	92,467	6,862	17,916	14,625	10,807	4,688
Harrison	15.4	.0066	34.0	10.5	14.4	16.9	31.6	5.4	51,246	14,124	3,802	5,818	2,823	4,792	3,357
Hart	15.7	.0067	32.8	10.8	14.1	17.4	29.5	5.7	49,708	17,214	833	2,552	1,814	7,956	1,574
☐ Henderson	42.0	.0180	31.0	11.8	16.8	17.3	26.0	15.6	211,733	48,176	12,738	15,163	10,086	36,669	6,065
Henry	13.1	.0056	33.5	10.2	15.1	18.2	29.6	4.7	36,722	15,732	1,919	3,942	1,334	6,346	2,378
Hickman	6.0	.0026	36.0	10.0	13.6	16.7	34.5	2.2	12,252	4,314	126	180	196	3,799	738
Hopkins	48.1	.0206	31.7	11.1	16.6	16.8	27.8	17.7	216,693	63,271	9,995	27,486	6,290	31,128	8,187
Jackson	12.3	.0053	30.0	11.1	15.3	15.8	26.6	4.2	22,015	9,673	758	1,105	454	3,575	1,964
Johnson	26.2	.0112	30.4	11.3	16.8	17.2	25.0	8.8	133,215	33,544	7,058	6,622	10,830	19,373	5,577
☐ Kenton	138.2	.0593	30.1	12.5	17.1	16.1	25.5	49.5	543,267	181,682	51,630	49,756	21,298	53,723	38,993
Covington	49.0	.0210	30.9	13.0	15.6	13.6	29.9	18.9	287,977	77,350	35,285	17,742	11,318	49,612	12,454
Knott	18.6	.0079	27.2	12.5	16.8	15.4	21.6	5.9	31,531	12,377	301	3,483	183	1,360	503
Knox	31.7	.0136	29.4	11.3	15.4	16.4	24.9	10.6	115,949	54,458	7,665	12,749	2,936	7,107	4,123
Larue	12.2	.0052	33.6	10.4	14.8	17.8	30.1	4.5	37,555	13,099	1,406	1,916	1,855	5,202	1,292
Laurel	41.8	.0180	29.7	11.5	16.5	16.9	24.3	14.0	163,089	36,947	10,051	13,328	6,737	32,687	3,179
Lawrence	15.0	.0064	30.5	11.0	15.3	16.9	26.2	5.0	52,110	24,468	2,566	571	753	10,682	2,902
Lee	7.9	.0034	32.4	10.1	14.4	16.9	29.3	2.8	26,923	8,870	336	1,213	112	5,670	1,629
Leslie	15.5	.0066	26.1	13.2	16.8	16.7	10.4	5.0	20,299	8,850	60	2,124	1,569	582	460
Letcher	32.5	.0140	28.6	11.5	16.4	16.1	23.5	11.0	74,174	34,494	1,410	8,473	3,850	5,577	1,356
Lewis	14.9	.0063	28.7	11.6	15.0	17.0	23.6	5.0	26,352	10,147	750	1,399	251	2,336	189
Lincoln	19.5	.0084	31.9	10.0	15.0	17.3	28.1	6.8	50,033	17,671	539	559	2,349	7,408	2,802
Livingston	9.6	.0041	33.6	10.4	16.0	18.1	29.7	3.7	16,217	5,818	2,183	306	288	885	409
Logan	24.7	.0106	33.3	10.9	14.2	17.8	29.9	9.0	84,293	28,995	4,828	6,507	4,026	12,206	4,471
Lyon	6.7	.0029	36.3	11.8	17.3	18.5	33.2	2.4	16,016	9,137	810	827	1,465	171	144
McCracken	61.6	.0264	33.6	10.8	16.3	17.1	30.6	24.2	412,919	82,217	30,348	75,668	23,622	51,013	21,846
McCreary	16.3	.0070	27.7	11.5	15.3	15.5	23.3	5.3	29,445	13,338	864	772	906	2,557	1,120
McLean	10.3	.0044	33.1	9.9	15.8	17.5	29.5	3.6	29,674	11,429	1,346	643	2,156	7,496	932
Madison	55.3	.0237	25.6	25.4	15.3	15.2	20.4	17.9	272,779	66,648	35,355	21,508	5,296	32,860	8,259
Magoffin	14.2	.0061	26.6	12.4	15.8	16.3	20.4	4.6	30,832	11,579	404	5,946	718	894	2,215
Marion	18.0	.0077	28.6	11.8	15.1	15.4	24.9	5.8	42,578	18,359	2,327	4,420	1,526	1,776	1,496
Marshall	26.8	.0115	35.2	10.3	14.5	19.1	31.3	10.1	138,288	31,901	10,770	11,273	950	40,388	4,054
Martin	15.2	.0065	25.7	12.4	18.2	14.7	18.3	4.6	36,307	16,063	1,241	542	2,428	6,358	1,009
Mason	17.7	.0076	32.9	10.7	15.1	16.1	30.8	6.5	94,540	35,286	4,657	8,431	3,007	14,217	5,010
Meade	23.8	.0102	26.2	12.5	22.5	15.5	14.7	7.6	38,590	16,340	3,702	321	373	4,727	804
Menifee	5.3	.0022	28.8	12.4	15.8	16.1	24.1	1.7	4,019	2,097	193	355	291	170	87
Mercer	19.7	.0085	33.0	10.4	15.4	18.0	29.0	7.1	66,807	19,139	4,837	1,752	3,442	12,641	4,633
Metcalfe	9.9	.0042	33.8	10.5	13.9	18.1	30.2	3.5	21,320	7,321	884	836	780	3,070	1,354
Monroe	12.4	.0054	33.7	10.6	14.1	17.7	30.4	4.6	37,305	17,759	1,138	1,009	930	4,233	1,937
Montgomery	21.2	.0090	30.0	11.1	17.3	17.1	24.3	7.6	109,745	38,180	5,280	9,718	4,477	14,060	3,497
Morgan	12.5	.0054	29.6	12.3	15.2	16.3	25.6	4.3	60,253	13,240	1,116	1,603	2,674	20,163	1,146
Muhlenberg	33.3	.0143	31.7	11.3	15.6	16.5	28.3	11.4	169,857	61,175	5,031	12,036	5,311	40,195	4,002
Nelson	28.7	.0123	28.5	12.3	16.4	16.2	23.1	9.4	91,583	26,606	5,473	5,626	3,927	11,555	6,006
Nicholas	7.3	.0031	33.1	10.4	15.3	16.8	30.3	2.6	13,187	3,983	707	793	463	1,292	1,413

KY. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Ohio	22.4	.0096	32.0	10.4	15.7	16.7	28.5	7.9	68,838	29,571	3,317	2,173	1,819	10,909	4,052
Owen	9.3	.0040	33.7	9.2	14.9	16.7	31.4	3.4	23,868	8,722	380	651	254	8,135	826
Owsley	5.9	.0025	30.9	10.5	14.7	16.7	27.3	1.8	8,138	6,027	43	430	41	427	245
Pendleton	11.2	.0048	30.9	11.1	14.8	16.9	27.0	3.9	21,102	7,836	700	872	25	2,315	875
Perry	35.4	.0152	27.9	12.2	17.0	15.9	22.0	11.5	159,309	52,393	9,129	23,033	5,598	16,005	2,158
Pike	85.9	.0368	28.2	12.2	17.8	16.6	21.2	28.9	319,619	81,732	18,691	49,753	11,189	57,632	6,586
Powell	11.9	.0051	28.5	11.4	16.4	17.6	21.7	3.7	20,102	8,075	2,068	858	234	789	593
Pulaski	48.1	.0206	32.1	11.2	15.8	17.7	27.8	17.5	238,090	87,379	17,142	25,114	7,874	34,910	5,216
Robertson	2.3	.0010	35.8	9.3	14.0	17.6	33.4	.8	3,208	879	195	96		146	
Rockcastle	14.3	.0062	31.3	10.7	14.6	17.5	27.1	4.9	29,930	10,555	1,465	2,030	1,043	1,937	710
Rowan	19.5	.0083	25.2	25.1	14.7	15.1	20.6	6.2	87,748	25,449	5,404	11,269	1,031	12,808	3,984
Russell	14.6	.0063	34.1	10.5	14.3	17.2	31.5	5.5	55,484	20,929	898	2,612	928	7,585	3,095
Simpson	14.9	.0064	31.7	10.8	15.4	16.8	28.2	5.4	69,266	19,555	3,441	3,498	3,386	10,270	1,218
Spencer	6.0	.0025	31.5	10.5	16.0	18.5	25.8	2.1	11,154	3,766	361	265	85	205	494
Taylor	22.2	.0095	32.0	12.6	15.6	18.4	27.0	8.3	81,846	25,717	6,494	4,573	3,248	10,091	3,659
Todd	12.1	.0052	33.2	10.8	13.9	16.1	31.4	4.3	25,089	11,027	1,948	787	1,288	2,699	1,123
Trigg	9.5	.0041	36.1	8.8	13.8	17.4	33.9	3.5	36,256	15,511	1,741	1,300	1,524	4,815	1,667
Trimble	6.4	.0027	31.7	10.0	16.7	18.0	26.5	2.2	4,747	961	134		140	51	412
Union	18.2	.0078	26.2	17.9	14.7	13.7	23.4	5.7	55,773	20,804	2,587	2,676	1,901	5,567	3,104
Warren	76.2	.0327	28.0	20.0	17.2	15.9	22.0	26.9	451,868	112,055	39,772	76,953	20,211	54,409	14,021
Bowling Green	42.9	.0184	26.4	26.8	15.2	13.6	23.3	15.5	414,824	109,348	39,397	55,438	19,423	54,337	13,242
Washington	10.7	.0046	31.2	11.5	14.1	16.2	28.5	3.5	31,210	6,918	1,786	1,120	1,856	8,826	2,324
Wayne	17.7	.0076	31.1	11.2	15.0	16.9	27.3	6.3	41,772	16,369	3,123	2,622	1,442	4,886	2,073
Webster	15.2	.0065	33.1	10.9	14.5	15.9	31.4	5.6	43,101	20,651	874	3,307	402	3,561	1,068
Whitley	35.6	.0153	29.9	13.2	15.2	16.1	26.2	12.5	220,809	35,300	12,964	26,542	15,669	35,591	3,370
Wolfe	7.0	.0030	29.9	12.0	14.6	16.8	25.7	2.3	16,387	2,404	376	779	120	6,432	1,299
TOTAL METRO COUNTIES	**1,697.9**	**.7275**	**30.2**	**13.3**	**17.7**	**17.1**	**24.5**	**614.7**	**8,792,983**	**2,266,883**	**878,976**	**1,332,129**	**384,267**	**1,128,949**	**315,501**
TOTAL STATE	**3,750.3**	**1.6075**	**30.3**	**13.1**	**16.7**	**16.9**	**25.2**	**1,327.5**	**16,639,194**	**4,673,333**	**1,353,109**	**2,047,261**	**694,046**	**2,331,033**	**600,983**

KY.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CLARKSVILLE - HOPKINSVILLE	**1,116,857**	**17,089**	**33.7**	**28.9**	**9.2**	**3.2**	**.0564**
Christian	447,907	15,143	35.1	24.7	8.0	2.9	.0234
● Hopkinsville	211,064	16,407	30.2	27.1	10.1	3.6	.0127
Montgomery, Tenn.	*668,950*	*18,437*	*32.9*	*31.7*	*10.1*	*3.3*	*.0330*
● Clarksville	*445,855*	*18,086*	*35.3*	*30.7*	*9.6*	*3.2*	*.0251*
SUBURBAN TOTAL	459,938	16,286	34.1	28.0	8.5	2.8	.0186
HUNTINGTON - ASHLAND	**2,548,409**	**18,105**	**27.1**	**31.2**	**10.8**	**3.3**	**.1300**
Boyd	441,441	18,903	25.3	32.1	12.0	3.3	.0238
● Ashland	226,210	17,229	26.1	28.0	11.7	3.8	.0153
Carter	147,716	13,932	29.4	25.6	6.5	1.8	.0084
Greenup	286,002	19,768	26.7	36.8	9.6	2.9	.0125
Lawrence, Ohio	*504,971*	*19,985*	*24.8*	*33.5*	*13.1*	*3.4*	*.0228*
Cabell, W. Va.	*835,655*	*17,234*	*29.0*	*28.9*	*10.3*	*3.7*	*.0467*
● Huntington	*491,661*	*15,311*	*29.7*	*25.5*	*8.6*	*3.7*	*.0307*
Wayne, W. Va.	*332,624*	*17,682*	*27.6*	*30.9*	*10.1*	*3.0*	*.0158*
SUBURBAN TOTAL	1,830,538	19,062	26.4	33.3	11.3	3.1	.0840
LEXINGTON-FAYETTE	**2,878,709**	**20,204**	**27.3**	**30.8**	**13.7**	**6.1**	**.1474**
Bourbon	129,015	15,446	29.8	27.0	8.3	2.6	.0063
Clark	232,822	19,786	25.1	32.2	13.2	4.1	.0123
Fayette	1,971,988	20,650	27.3	30.1	14.8	6.8	.1051
● Lexington-Fayette	1,971,988	20,650	27.3	30.1	14.8	6.8	.1051
Jessamine	215,002	19,750	29.1	33.2	10.8	5.2	.0099
Scott	164,319	18,931	29.1	34.3	8.7	3.8	.0072
Woodford	165,563	23,561	24.5	32.0	18.2	7.7	.0066
SUBURBAN TOTAL	906,721	19,358	27.5	31.9	11.7	4.6	.0423
LOUISVILLE	**8,283,953**	**20,915**	**26.3**	**33.7**	**13.5**	**5.2**	**.4054**
Bullitt	316,538	21,462	27.7	42.0	10.9	2.0	.0128
Jefferson	6,081,794	20,872	25.8	32.5	14.0	5.8	.3032
● Louisville	2,255,107	15,632	29.0	25.7	9.3	3.5	.1139
Oldham	269,003	26,721	21.7	35.8	20.6	8.8	.0112
Shelby	189,040	20,379	24.8	33.3	12.6	5.0	.0088
Clark, Ind.	*709,551*	*20,244*	*29.0*	*37.1*	*11.2*	*2.4*	*.0367*
Floyd, Ind.	*511,220*	*20,954*	*26.9*	*35.6*	*13.2*	*4.0*	*.0233*
● New Albany	*304,213*	*18,597*	*29.9*	*32.6*	*10.0*	*3.1*	*.0159*
Harrison, Ind.	*206,807*	*19,503*	*30.9*	*35.9*	*9.8*	*2.6*	*.0094*
SUBURBAN TOTAL	5,724,633	23,626	24.6	38.0	16.0	6.2	.2756
OWENSBORO	**693,442**	**19,577**	**27.0**	**32.7**	**12.2**	**4.1**	**.0367**
Daviess	693,442	19,577	27.0	32.7	12.2	4.1	.0367
● Owensboro	443,541	18,144	28.7	30.2	11.3	3.6	.0275
SUBURBAN TOTAL	249,901	22,523	24.0	37.8	13.9	5.0	.0092

ILLINOIS
INDIANA
KENTUCKY
Owensboro

Kentucky's 3rd Metro Market

OWENSBORO, KY...

an essential part of the Evansville-Owensboro ADI

EVANSVILLE-OWENSBORO ADI COVERAGE

Total Household - 260,100

NEWSPAPER	DAILY CIRC.	% COV.	SUNDAY CIRC.	% COV.
Owensboro Mess. Inq.	**32,286**	**12.4**	**32,355**	**12.4**
Evansville Cour. Press	101,830	39.2	104,934	40.4
TOTAL	134,116	51.6	137,289	52.8

SOURCE *Circulation '82/'83*

Represented By BRANHAM/Newspaper Sales

Messenger-Inquirer ...*#1 in Metro Penetration*

KY. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adair	86,883	12,286	32.2	20.9	4.2	2.1	.0044
Allen	91,203	13,530	29.7	26.0	5.0	1.7	.0045
Anderson	103,500	20,895	29.2	35.9	13.5	3.1	.0047
Ballard	66,988	16,901	26.3	28.0	12.0	2.5	.0033
Barren	246,189	16,411	28.3	30.2	7.7	2.5	.0132
Bath	59,655	13,122	30.8	23.0	7.4	1.0	.0027
Bell	207,371	13,506	30.0	22.9	6.6	2.9	.0130
☐ Boone	412,324	23,640	24.3	41.8	15.5	3.5	.0262
Boyle	198,231	17,731	29.6	29.6	10.5	3.7	.0099
Bracken	50,217	16,658	29.6	30.1	8.0	2.3	.0024
Breathitt	81,526	10,817	25.4	19.5	5.6	2.1	.0046
Breckinridge	102,939	13,759	33.5	22.4	6.5	2.2	.0054
Butler	60,936	13,184	31.2	24.1	4.8	.9	.0035
Caldwell	93,589	15,449	29.2	27.6	8.9	2.0	.0052
Calloway	203,394	14,899	32.5	26.3	6.2	2.5	.0112
☐ Campbell	708,356	22,881	24.3	34.1	16.7	6.2	.0316
Carlisle	37,929	15,293	29.8	26.1	9.0	2.7	.0019
Carroll	66,858	16,935	28.5	27.9	11.1	3.1	.0031
Casey	68,557	9,939	33.4	12.9	2.2	1.2	.0037
Clay	120,059	12,220	28.7	19.4	6.7	3.2	.0075
Clinton	42,449	10,255	34.1	11.9	4.4	.7	.0025
Crittenden	63,010	15,835	27.0	29.3	8.7	1.2	.0029
Cumberland	44,257	12,071	31.1	20.0	4.3	2.5	.0023
Edmonson	56,061	14,026	33.1	25.1	5.7	1.1	.0026
Elliott	28,625	9,814	31.8	16.1	1.3	.1	.0015
Estill	89,066	14,655	27.5	27.5	6.5	2.3	.0047
Fleming	71,017	13,117	33.9	21.2	4.3	1.8	.0039
Floyd	323,370	15,809	30.1	27.9	8.5	2.3	.0187
Franklin	395,577	20,601	29.7	32.6	14.1	4.8	.0180
Fulton	55,237	13,568	24.2	27.6	4.6	2.6	.0035
Gallatin	29,543	14,294	27.8	28.4	5.5	1.3	.0015
Garrard	69,114	14,810	31.8	27.4	5.8	1.3	.0034
Grant	85,600	17,418	30.9	34.0	5.7	1.8	.0045
Graves	261,974	17,405	28.1	30.4	10.1	2.3	.0126
Grayson	123,721	13,421	32.5	21.3	5.7	2.2	.0065
Green	64,031	13,568	32.2	23.5	3.9	2.3	.0032
Hancock	64,537	22,245	23.5	30.6	20.1	4.1	.0024
Hardin	686,151	18,722	33.0	31.1	11.0	3.9	.0336
Harlan	261,805	14,539	28.1	27.2	7.1	2.8	.0149
Harrison	93,020	14,715	31.0	26.1	6.6	1.9	.0048
Hart	91,400	12,369	30.8	20.3	5.5	1.8	.0048
☐ Henderson	333,349	19,220	28.9	34.7	9.2	3.7	.0171
Henry	84,573	15,821	31.7	28.0	6.6	2.6	.0041
Hickman	38,838	14,817	27.7	27.4	6.2	2.9	.0017
Hopkins	393,241	19,401	26.3	30.5	14.1	4.1	.0191
Jackson	58,622	10,697	31.5	15.9	3.6	1.7	.0031
Johnson	171,051	15,622	25.7	25.8	9.9	4.3	.0098
☐ Kenton	1,165,001	21,577	25.5	35.0	14.4	4.6	.0535
Covington	345,531	15,404	30.2	27.3	8.2	1.9	.0200
Knott	112,575	14,981	26.1	26.3	8.7	3.9	.0050
Knox	150,336	10,892	28.1	19.8	4.7	.9	.0094
Larue	72,879	13,974	33.6	24.8	5.4	.9	.0037
Laurel	246,702	15,201	33.3	26.9	6.3	2.0	.0138
Lawrence	92,475	13,308	26.2	21.7	10.8	3.6	.0048
Lee	44,249	12,220	33.7	19.2	5.4	2.4	.0024
Leslie	98,095	14,979	27.0	24.1	10.9	3.9	.0042
Letcher	215,111	16,032	29.2	26.3	10.4	3.7	.0097
Lewis	71,001	11,854	33.3	19.7	3.6	.8	.0037
Lincoln	101,551	12,605	33.4	21.4	4.5	1.0	.0053
Livingston	69,197	16,644	31.4	31.4	7.3	1.9	.0029
Logan	169,250	16,343	30.5	28.8	8.1	2.5	.0083
Lyon	48,979	17,353	27.9	29.7	9.4	3.5	.0021
McCracken	560,189	20,378	24.5	30.9	14.6	5.3	.0295
McCreary	72,281	10,512	30.7	17.5	2.7	1.5	.0038
McLean	70,107	17,241	24.6	30.8	9.8	3.0	.0033
Madison	362,244	16,353	30.9	27.4	9.1	3.0	.0206
Magoffin	76,557	12,452	27.3	22.2	7.4	2.2	.0038
Marion	102,599	14,779	33.9	26.8	4.9	2.2	.0050
Marshall	211,557	19,037	27.8	33.7	11.4	2.3	.0110
Martin	100,794	18,058	22.1	24.0	15.6	6.8	.0046
Mason	126,297	16,984	29.2	30.0	8.7	2.8	.0070
Meade	153,431	18,475	35.2	35.0	7.7	2.3	.0067
Menifee	23,554	11,742	30.6	23.1	2.5	.2	.0010
Mercer	138,400	17,630	27.7	31.9	9.4	2.5	.0068
Metcalfe	49,458	10,566	31.7	15.7	3.5	1.3	.0025
Monroe	60,534	10,258	31.9	15.6	2.3	1.2	.0035
Montgomery	130,795	14,566	33.9	24.1	6.2	2.2	.0078
Morgan	62,013	10,608	29.5	16.7	4.3	2.2	.0042
Muhlenberg	246,024	18,597	27.3	30.0	13.0	4.0	.0131
Nelson	185,656	17,378	31.2	31.4	7.7	2.7	.0092
Nicholas	46,347	14,913	32.9	23.6	7.7	3.0	.0022
Ohio	157,659	17,889	26.4	31.5	11.2	2.1	.0074
Owen	59,922	14,542	29.8	23.9	8.8	2.1	.0028
Owsley	20,349	9,054	31.8	10.1	2.6	.8	.0012
Pendleton	72,689	17,178	29.6	31.6	8.1	1.5	.0031
Perry	268,216	19,389	25.2	26.2	15.3	7.2	.0136
Pike	577,922	17,225	28.7	30.7	8.6	3.7	.0294
Powell	62,509	14,349	33.4	24.9	6.2	1.6	.0030
Pulaski	296,149	13,243	31.2	22.7	6.2	2.3	.0175
Robertson	11,714	13,353	35.8	22.0	3.0	.9	.0006
Rockcastle	69,193	11,473	33.5	16.3	4.2	1.4	.0036
Rowan	114,616	13,784	29.2	23.8	7.5	2.5	.0067
Russell	79,168	11,087	32.0	16.1	4.9	1.6	.0045
Simpson	111,643	17,798	28.8	30.8	9.4	3.8	.0056
Spencer	42,155	18,857	26.0	32.9	12.0	2.1	.0018
Taylor	151,617	16,161	30.4	30.4	6.0	2.4	.0077
Todd	70,244	13,214	31.9	22.3	5.4	2.7	.0033
Trigg	58,599	14,233	35.1	23.9	4.4	2.5	.0032
Trimble	48,018	19,175	28.1	31.0	12.3	4.3	.0018
Union	126,237	19,806	24.8	32.6	12.6	4.4	.0060
Warren	566,169	17,729	29.6	30.3	9.7	3.6	.0318
Bowling Green	315,361	15,665	31.3	25.6	7.9	4.1	.0223
Washington	58,969	14,027	31.4	23.8	5.9	2.4	.0032
Wayne	80,838	10,508	34.2	14.1	2.5	1.2	.0046
Webster	112,435	16,947	26.6	29.0	10.6	3.6	.0051
Whitley	219,407	13,417	30.1	23.7	6.1	3.2	.0140
Wolfe	33,951	11,365	31.8	16.0	5.6	1.7	.0018
TOTAL METRO COUNTIES	**14,370,622**	**20,539**	**26.5**	**32.8**	**13.4**	**5.2**	**.7166**
TOTAL STATE	**27,804,161**	**17,733**	**28.1**	**29.5**	**10.7**	**4.0**	**1.4156**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

LOUISIANA

LA. [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES.BY STORE GROUP 1982						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**139.7**	**.0599**	**29.5**	**12.8**	**15.8**	**17.0**	**24.4**	**47.7**	**577,780**	**136,807**	**36,014**	**101,660**	**22,238**	**99,593**	**20,515**
Rapides	139.7	.0599	29.5	12.8	15.8	17.0	24.4	47.7	577,780	136,807	36,014	101,660	22,238	99,593	20,515
• Alexandria	54.0	.0231	30.0	12.7	14.4	15.5	27.3	19.8	481,898	94,822	30,115	91,991	20,468	88,901	16,712
SUBURBAN TOTAL	85.7	.0368	29.3	12.9	16.4	18.0	22.6	27.9	95,882	41,985	5,899	9,669	1,770	10,692	3,803
BATON ROUGE	**528.5**	**.2264**	**27.1**	**15.9**	**19.0**	**16.4**	**18.7**	**180.5**	**2,424,943**	**626,067**	**173,025**	**456,971**	**98,866**	**415,780**	**75,088**
Ascension	53.9	.0231	26.6	12.9	17.6	16.7	18.5	17.0	228,723	82,019	12,794	19,983	4,597	47,018	8,922
East Baton Rouge	388.9	.1667	27.2	17.0	19.3	16.2	18.7	136.5	2,019,554	473,836	150,818	429,164	90,997	335,736	59,747
• Baton Rouge	239.7	.1027	27.7	19.2	17.8	15.0	22.0	88.5	1,658,028	241,639	138,231	408,865	81,966	300,479	40,643
Livingston	65.9	.0282	27.4	12.3	18.5	17.8	18.1	21.0	136,295	46,317	7,164	6,458	2,840	32,093	5,068
West Baton Rouge	19.8	.0084	26.7	14.2	15.9	16.2	20.5	6.0	40,371	23,895	2,249	1,366	432	933	1,351
SUBURBAN TOTAL	288.6	.1237	26.7	13.1	20.0	17.7	15.8	92.0	766,915	384,428	34,794	48,106	16,900	115,301	34,445
HOUMA - THIBODAUX	**187.0**	**.0802**	**26.1**	**14.8**	**17.3**	**16.6**	**18.0**	**60.3**	**909,863**	**255,499**	**87,274**	**127,494**	**42,316**	**178,361**	**27,304**
Lafourche	86.6	.0372	26.4	15.4	16.6	16.6	19.2	27.7	357,428	110,565	34,871	34,560	15,518	61,930	13,501
• Thibodaux	16.6	.0071	25.2	24.4	15.3	13.0	22.0	5.6	186,909	53,408	27,704	18,902	7,272	32,819	7,250
Terrebonne	100.4	.0430	25.8	14.3	17.8	16.6	17.0	32.6	552,435	144,934	52,403	92,934	26,798	116,431	13,803
• Houma	34.7	.0149	27.6	14.6	16.9	15.5	21.9	12.3	317,159	94,737	38,645	39,238	17,792	49,553	8,793
SUBURBAN TOTAL	135.7	.0582	25.8	13.7	17.6	17.3	16.5	42.4	405,795	107,354	20,925	69,354	17,252	95,989	11,261
LAFAYETTE	**205.2**	**.0879**	**26.7**	**16.4**	**18.4**	**16.4**	**18.4**	**70.5**	**1,102,087**	**250,357**	**87,320**	**152,161**	**54,244**	**208,051**	**27,013**
Lafayette	162.3	.0695	26.8	17.2	19.1	16.5	17.8	57.2	1,011,731	212,906	78,399	148,074	52,276	188,405	22,659
• Lafayette	87.3	.0374	27.3	19.3	18.6	15.2	20.6	31.9	888,626	186,004	74,398	134,276	45,195	186,532	20,325
St. Martin	42.9	.0184	26.2	13.6	15.4	16.0	20.4	13.3	90,356	37,451	8,921	4,087	1,968	19,646	4,354
SUBURBAN TOTAL	117.9	.0505	26.2	14.3	18.4	17.2	16.7	38.6	213,461	64,353	12,922	17,885	9,049	21,519	6,688
LAKE CHARLES	**173.5**	**.0744**	**28.7**	**13.7**	**16.8**	**17.1**	**22.3**	**60.7**	**875,819**	**273,157**	**63,554**	**92,257**	**38,711**	**162,571**	**26,693**
Calcasieu	173.5	.0744	28.7	13.7	16.8	17.1	22.3	60.7	875,819	273,157	63,554	92,257	38,711	162,571	26,693
• Lake Charles	76.0	.0326	29.3	15.1	16.4	15.6	25.0	27.8	639,011	150,635	53,568	80,501	33,571	139,518	20,466
SUBURBAN TOTAL	97.5	.0418	28.3	12.6	17.0	18.3	20.3	32.9	236,808	122,522	9,986	11,756	5,140	23,053	6,227
MONROE	**145.0**	**.0622**	**28.2**	**14.4**	**16.0**	**16.1**	**23.0**	**50.5**	**677,516**	**149,787**	**44,961**	**118,000**	**31,563**	**135,328**	**16,744**
Ouachita	145.0	.0622	28.2	14.4	16.0	16.1	23.0	50.5	677,516	149,787	44,961	118,000	31,563	135,328	16,744
• Monroe	58.4	.0250	27.2	17.0	14.4	12.8	25.9	20.4	480,398	64,847	30,540	107,073	25,888	128,723	9,271
SUBURBAN TOTAL	86.6	.0372	28.8	12.7	16.8	18.3	21.2	30.1	197,118	84,940	14,421	10,927	5,675	6,605	7,473

Baton Rouge. The *Surprising* Sunbelt Market!

AND, we've got the highest EBI per household ($27,540*) of Louisiana's big three markets!

Find out more about the Surprising Sunbelt Market. Talk to the Branham Newspaper sales rep in your city.

He'll also tell you about the quality coverage you'll get with the State-Times and Morning Advocate newspapers.

You just might be surprised!

STATE TIMES
MORNING ADVOCATE
Box 588, Baton Rouge, LA 70821
(504) 383-0272

* Sales and Marketing Management's Survey of Buying Power, 1983

LA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW ORLEANS	**1,304.9**	**.5593**	**29.3**	**13.2**	**18.3**	**16.8**	**22.6**	**473.0**	**5,923,068**	**1,727,931**	**604,014**	**708,231**	**273,532**	**885,756**	**183,271**
Jefferson	478.8	.2052	28.9	13.1	19.4	18.0	20.1	171.0	2,746,690	810,419	213,078	387,772	146,656	461,370	75,080
Kenner	69.9	.0300	26.6	12.7	23.3	17.9	12.5	22.9	177,589	52,722	27,054	20,044	4,022	6,224	6,078
Orleans	558.6	.2394	30.0	13.8	17.8	15.0	26.0	214.0	2,384,911	614,365	326,275	238,222	109,191	329,905	82,499
• New Orleans	558.6	.2394	30.0	13.8	17.8	15.0	26.0	214.0	2,384,911	614,365	326,275	238,222	109,191	329,905	82,499
St. Bernard	67.4	.0289	29.5	13.0	17.2	17.6	22.9	22.4	201,171	95,647	16,955	23,320	5,333	7,685	8,080
St. Charles	39.7	.0170	26.8	13.5	17.2	17.7	18.4	12.9	101,450	44,521	6,811	7,697	2,252	14,077	2,640
St. John the Baptist	35.1	.0151	26.1	13.5	18.0	16.7	17.2	10.6	79,297	33,805	6,868	12,795	2,840	4,377	3,102
St. Tammany	125.3	.0537	29.2	10.5	17.9	19.4	20.3	42.1	409,549	129,174	34,027	38,425	7,260	68,342	11,870
• Slidell	30.2	.0129	29.0	9.3	19.0	21.3	17.4	9.8	237,324	67,618	24,161	27,765	3,119	42,989	7,107
SUBURBAN TOTAL	716.1	.3070	28.7	12.8	18.9	18.0	20.2	249.2	3,300,833	1,045,948	253,578	442,244	161,222	512,862	93,665
SHREVEPORT	**341.9**	**.1465**	**29.6**	**12.8**	**16.9**	**16.8**	**24.1**	**124.1**	**1,579,947**	**337,389**	**130,291**	**242,800**	**73,466**	**325,910**	**32,176**
Bossier	84.4	.0361	27.7	14.3	17.9	19.0	18.0	28.9	260,970	66,812	26,421	30,683	8,576	53,831	6,801
• Bossier City	53.1	.0228	26.9	16.1	18.3	18.5	16.6	18.2	246,484	63,339	24,599	29,669	8,295	49,586	6,503
Caddo	257.5	.1104	30.3	12.3	16.6	16.1	26.1	95.2	1,318,977	270,577	103,870	212,117	64,890	272,079	25,375
• Shreveport	210.3	.0901	30.1	12.5	17.0	15.5	26.2	78.4	1,193,858	244,589	98,191	178,168	61,148	261,045	23,618
SUBURBAN TOTAL	78.5	.0336	30.3	11.4	16.1	19.0	23.4	27.5	139,605	29,461	7,501	34,963	4,023	15,279	2,055
OTHER COUNTIES															
Acadia	57.6	.0247	28.4	12.3	14.2	16.0	24.6	19.0	183,668	51,733	11,282	17,019	4,640	32,639	9,880
Allen	21.5	.0092	30.9	10.5	13.9	16.8	27.4	7.5	60,490	18,200	3,507	4,554	1,775	14,684	2,022
Assumption	22.8	.0098	26.0	13.4	15.3	15.6	20.6	6.8	38,293	12,148	2,117	6,661	1,822	9,186	1,442
Avoyelles	42.3	.0182	30.8	10.8	13.4	15.7	28.6	14.3	122,822	45,040	4,532	11,088	3,156	29,267	7,407
Beauregard	31.8	.0136	28.9	12.1	16.3	17.5	22.5	10.5	123,370	35,845	4,038	7,894	4,020	32,438	2,069
Bienville	16.5	.0071	33.5	10.4	12.9	15.4	32.7	5.9	31,264	12,078	498	1,302	229	6,129	1,395
Caldwell	11.3	.0048	32.5	10.2	13.4	16.6	30.1	4.2	30,469	11,589	750	2,550	126	6,986	1,719
Cameron	9.7	.0042	28.0	14.5	14.6	16.7	23.1	3.3	22,113	7,821	2,598	1,420	101		212
Catahoula	12.4	.0053	29.9	12.0	14.0	16.0	26.8	4.3	35,515	9,118	1,464	2,138	2,062	8,462	2,300
Claiborne	17.7	.0076	[illegible]	10.1	12.3	14.4	34.8	6.3	51,853	15,885	2,329	2,571	2,181	14,994	1,862
Concordia	23.1	.0099	[illegible]	11.7	14.4	16.7	25.0	7.9	61,036	15,544	3,234	5,610	3,779	14,751	2,008
De Soto	26.6	.0114	31.9	10.9	13.7	15.4	30.4	9.4	65,054	24,909	2,737	5,113	1,826	12,265	1,848
East Carroll	11.4	.0049	25.8	11.7	12.5	12.6	25.9	3.6	30,019	8,334	948	1,939	144	5,269	1,459
East Feliciana	19.6	.0084	29.2	13.3	16.4	15.8	24.7	5.3	28,783	9,653	1,664	476	162	8,634	922
Evangeline	33.6	.0144	29.3	11.6	13.3	15.8	26.6	11.6	103,743	32,411	2,640	8,670	5,814	27,157	7,136
Franklin	24.0	.0103	31.2	10.3	12.9	15.1	29.9	8.3	71,981	24,275	1,277	6,500	1,731	17,315	3,712
Grant	17.5	.0075	32.5	9.9	13.7	16.5	30.1	6.3	24,669	12,423	740	1,008	740	7,915	245
Iberia	65.7	.0281	27.2	13.7	15.5	16.4	21.4	21.1	317,205	83,909	18,868	26,355	14,173	77,695	13,018
Iberville	32.7	.0140	27.6	14.4	15.7	15.1	23.2	10.1	99,672	34,285	8,796	7,218	2,737	17,522	4,885
Jackson	17.6	.0076	33.2	10.2	13.2	16.0	31.6	6.5	45,731	15,665	1,845	6,210	2,364	8,939	1,660
Jefferson Davis	32.8	.0141	28.7	12.3	14.2	16.1	24.9	10.9	137,196	37,256	7,268	9,244	3,134	33,442	6,278
La Salle	[illegible]	.0077	32.0	11.0	14.6	16.6	29.1	6.5	50,790	19,641	2,058	3,119	1,376	11,764	2,530
Lincoln	41.1	.0176	24.5	29.4	12.8	13.2	22.1	13.3	147,462	35,790	14,136	11,248	4,259	28,399	4,737
Madison	16.0	.0069	27.7	10.9	12.7	13.2	27.4	5.8	36,825	13,497	1,607	1,945	1,032	9,351	1,337
Morehouse	35.4	.0152	30.2	10.9	13.6	15.0	28.5	12.1	109,915	32,886	3,437	12,942	2,144	34,090	4,098
Natchitoches	41.1	.0176	28.4	15.7	14.1	14.5	26.2	14.2	112,277	29,582	12,180	7,605	4,606	17,175	2,698
Plaquemines	26.3	.0112	26.5	13.9	16.5	17.7	18.4	8.1	107,188	49,249	17,687	2,950	3,182	4,206	2,246
Pointe Coupee	24.7	.0106	29.0	12.1	14.9	15.6	25.4	8.3	69,515	26,883	3,239	4,869	2,721	17,519	2,925
Red River	10.7	.0046	31.0	10.8	13.3	14.8	29.9	3.7	32,700	10,612	1,551	2,891	893	6,620	1,510
Richland	22.2	.0095	31.1	10.7	12.9	14.7	30.3	7.4	84,483	30,713	2,124	5,653	3,963	14,249	3,784
Sabine	27.3	.0117	33.3	9.9	13.0	16.3	31.5	10.0	74,740	20,388	2,465	10,782	1,334	23,575	1,819
St. Helena	9.7	.0042	27.7	11.8	14.1	14.7	25.0	3.1	6,264	3,273	179	629	37	528	444
St. James	22.0	.0094	26.0	14.6	15.4	15.8	20.3	6.4	54,957	19,072	2,017	3,235	5,063	7,347	1,581
St. Landry	85.1	.0364	28.3	12.3	14.1	15.8	24.7	28.4	313,001	93,229	13,758	22,500	10,822	59,776	15,619
St. Mary	65.2	.0280	26.5	14.0	16.6	16.9	19.0	21.0	296,731	96,660	26,750	12,555	12,637	45,897	12,833
Tangipahoa	85.1	.0365	27.3	15.4	15.3	15.2	22.9	28.0	366,800	107,278	24,702	36,514	5,729	76,973	12,185
Tensas	8.2	.0035	30.6	10.0	12.7	12.7	31.8	2.9	14,677	3,867	135	1,635	62	5,090	222
Union	21.8	.0093	33.4	10.3	13.5	16.4	31.4	7.6	46,535	16,596	943	1,321	337	12,025	2,583
Vermilion	50.3	.0216	29.3	12.4	14.5	16.0	25.8	17.3	177,011	57,501	9,100	9,006	4,208	35,738	7,061
Vernon	57.4	.0246	23.9	24.4	17.5	14.0	14.7	17.0	105,828	44,496	7,528	6,654	2,859	13,304	1,413
Washington	44.6	.0191	31.1	11.5	14.2	16.2	28.2	15.8	144,455	60,325	4,388	8,333	5,878	22,131	6,977
Webster	44.4	.0191	33.3	11.0	13.9	16.7	31.0	16.2	157,250	54,000	5,127	13,223	5,477	30,537	4,786
West Carroll	12.9	.0056	32.8	9.6	13.4	16.6	30.5	4.5	34,795	10,134	454	4,298	76	10,622	1,232
West Feliciana	12.6	.0054	29.6	18.0	27.7	18.0	17.0	2.5	23,809	8,152	1,605	4,001	530	2,807	1,052
Winn	17.4	.0074	32.3	10.0	14.2	15.7	30.5	6.2	47,528	17,969	2,217	3,446	459	11,001	1,145
TOTAL METRO COUNTIES	**3,025.7**	**1.2968**	**28.5**	**14.0**	**17.9**	**16.7**	**21.6**	**1,067.3**	**14,071,023**	**3,756,994**	**1,226,453**	**1,999,574**	**634,936**	**2,411,350**	**408,804**
TOTAL STATE	**4,373.4**	**1.8746**	**28.6**	**13.8**	**16.9**	**16.4**	**22.8**	**1,516.7**	**18,371,505**	**5,136,908**	**1,468,972**	**2,326,468**	**771,336**	**3,297,763**	**579,100**

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

MEGA MARKET

NEW ORLEANS play it for all it's worth.

THE TIMES-PICAYUNE
THE STATES-ITEM

metro adult reach:

5 weekdays	83%	freq. 4.0
4 Sundays	86%	freq. 3.6

National Advertising Dept.
(504) 586-3769

represented nationally by
NEWHOUSE NEWSPAPERS

source:
Reach & Freq.
Belden CMS,
Feb.-Dec., 1982

LA.

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,060,823**	**17,815**	**27.9**	**28.4**	**10.7**	**5.3**	**.0520**
Rapides	1,060,823	17,815	27.9	28.4	10.7	5.3	.0520
• Alexandria	418,984	16,091	28.1	24.4	9.6	6.3	.0274
SUBURBAN TOTAL	641,839	18,997	27.7	31.3	11.5	4.6	.0246
BATON ROUGE	**4,971,029**	**24,524**	**21.1**	**28.8**	**19.7**	**10.2**	**.2259**
Ascension	459,322	26,195	19.4	28.4	23.4	8.4	.0214
East Baton Rouge	3,810,954	24,373	21.3	28.3	19.3	11.0	.1762
• Baton Rouge	2,310,811	20,644	24.3	26.0	14.8	10.6	.1190
Livingston	540,486	24,473	20.7	33.6	18.9	7.0	.0219
West Baton Rouge	160,267	24,018	20.3	29.2	20.1	8.6	.0064
SUBURBAN TOTAL	2,660,218	28,138	17.9	31.7	24.4	9.9	.1069
HOUMA - THIBODAUX	**1,718,806**	**26,042**	**19.3**	**32.7**	**20.0**	**10.3**	**.0803**
Lafourche	768,302	24,911	20.3	33.3	18.5	9.3	.0348
• Thibodaux	142,645	20,504	25.7	28.6	14.6	8.1	.0098
Terrebonne	950,504	27,014	18.6	32.2	21.2	11.1	.0455
• Houma	351,184	25,101	19.6	29.9	18.4	11.8	.0197
SUBURBAN TOTAL	1,224,977	26,886	18.4	34.1	21.1	10.2	.0508
LAFAYETTE	**2,060,967**	**25,176**	**20.9**	**29.9**	**18.1**	**12.7**	**.0951**
Lafayette	1,749,641	26,317	20.7	29.4	19.0	14.2	.0818
• Lafayette	957,071	24,029	22.3	27.7	16.4	14.2	.0538
St. Martin	311,326	21,250	21.9	32.3	14.5	5.9	.0133
SUBURBAN TOTAL	1,103,896	26,001	19.7	31.8	19.6	11.4	.0413
LAKE CHARLES	**1,609,932**	**24,646**	**21.2**	**32.7**	**18.7**	**8.3**	**.0759**
Calcasieu	1,609,932	24,646	21.2	32.7	18.7	8.3	.0759
• Lake Charles	702,781	22,241	23.2	30.7	16.7	7.6	.0401
SUBURBAN TOTAL	907,151	26,605	19.6	34.4	20.3	8.8	.0358
MONROE	**1,120,260**	**18,146**	**24.8**	**28.1**	**12.2**	**5.7**	**.0567**
Ouachita	1,120,260	18,146	24.8	28.1	12.2	5.7	.0567
• Monroe	419,345	13,866	25.4	21.4	8.9	6.5	.0278
SUBURBAN TOTAL	700,915	20,987	24.3	32.8	14.4	5.1	.0289
NEW ORLEANS	**11,820,276**	**21,349**	**23.4**	**29.3**	**15.2**	**8.4**	**.5459**
Jefferson	4,821,542	25,983	21.4	35.5	19.2	9.5	.2271
Kenner	662,616	27,114	20.1	37.6	21.4	9.1	.0261
Orleans	4,495,195	15,571	26.4	23.3	9.7	6.6	.2165
• New Orleans	4,495,195	15,571	26.4	23.3	9.7	6.6	.2165
St. Bernard	567,683	24,332	23.7	38.2	17.4	5.5	.0244
St. Charles	376,210	28,375	15.8	31.2	24.7	11.0	.0148
St. John the Baptist	315,150	28,402	16.9	28.3	24.4	12.8	.0125
St. Tammany	1,244,496	26,884	19.1	30.0	20.4	13.0	.0506
• Slidell	319,690	32,230	13.6	31.3	28.2	15.0	.0164
SUBURBAN TOTAL	7,005,391	25,900	21.1	34.4	19.4	9.7	.3130
SHREVEPORT	**3,117,233**	**21,102**	**24.9**	**30.4**	**14.5**	**7.7**	**.1442**
Bossier	691,013	21,167	27.2	33.8	14.6	4.7	.0303
• Bossier City	434,979	21,031	29.3	34.9	14.2	3.8	.0213
Caddo	2,426,220	21,079	24.2	29.4	14.5	8.6	.1139
• Shreveport	1,981,008	20,648	24.6	28.7	13.9	8.8	.0962
SUBURBAN TOTAL	701,246	22,374	23.0	32.4	16.3	7.0	.0267
OTHER COUNTIES							
Acadia	455,874	19,516	23.8	27.9	13.3	7.8	.0204
Allen	125,584	14,086	25.2	27.3	6.0	2.1	.0065
Assumption	163,740	21,222	22.7	29.0	16.1	7.4	.0069
Avoyelles	242,911	13,076	28.7	21.5	6.5	3.0	.0125
Beauregard	234,438	18,729	24.2	28.6	12.6	5.9	.0115
Bienville	105,780	13,948	24.9	24.1	8.2	4.0	.0046
Caldwell	73,556	13,113	27.0	21.7	7.0	3.6	.0035
Cameron	87,736	23,407	23.6	28.9	17.5	9.9	.0035
Catahoula	79,313	13,470	26.4	20.8	8.1	4.9	.0039
Claiborne	131,275	16,346	23.7	26.3	11.1	5.7	.0059
Concordia	151,500	15,021	23.8	25.4	10.2	4.0	.0071
De Soto	166,837	13,978	27.2	23.7	7.2	3.4	.0080
East Carroll	49,816	9,008	24.6	14.0	4.2	3.6	.0029
East Feliciana	120,312	19,176	25.1	31.0	10.8	6.1	.0053
Evangeline	213,061	13,881	24.1	24.4	8.0	4.1	.0105
Franklin	128,902	11,664	27.7	19.9	5.2	2.6	.0070
Grant	119,384	15,506	25.4	25.9	10.6	3.2	.0049
Iberia	597,181	25,004	19.9	32.0	19.3	9.8	.0281
Iberville	232,301	18,830	22.7	26.1	15.2	6.4	.0108
Jackson	115,581	14,569	26.3	26.6	7.6	2.3	.0054
Jefferson Davis	253,141	20,327	21.6	30.5	14.1	6.2	.0124
La Salle	148,507	18,699	24.0	26.0	15.1	5.9	.0064
Lincoln	326,609	18,674	24.5	25.4	14.3	7.5	.0150

ARK-LA-TEX

NEWSPAPER PRODUCTION CO.

AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** . . . you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches 37% of the households in this 23-County area in North Louisiana, East Texas and South Arkansas. 63% coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for 984,200 people in 351,000 households with effective buying income of 8.05 billion and producing retail sales of 3.96 billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M&E 113,274 MORNING 83,983
SUNDAY 118,612 EVENING 29,291

ABC AUDIT REPORT ENDING DEC. 26, 1982
Represented by Gannett Newspaper Advertising Sales
Sales & Mkt. Mgt. July 1983

·Thibodaux
·Houma

Source: FAS FAX, 3/31/83
S&MM 1983 Survey of Buying Power©

The Houma Daily Courier and The Daily Comet, Thibodaux

reach over 65% of this two-parish market of over $255 million Food Sales.

NYT THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

LA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Madison	80,348	9,630	28.3	14.7	2.5	3.1	.0042
Morehouse	189,551	11,274	24.0	21.2	6.4	2.6	.0105
Natchitoches	252,076	13,719	26.9	23.7	6.6	3.8	.0123
Plaquemines	204,637	23,458	22.0	32.9	16.8	7.5	.0098
Pointe Coupee	201,557	19,600	20.2	23.7	17.0	8.6	.0088
Red River	63,585	13,716	27.0	22.2	8.6	3.6	.0034
Richland	110,051	10,457	24.5	20.2	4.2	2.5	.0067
Sabine	191,186	15,757	28.4	25.1	8.1	4.8	.0088
St. Helena	66,803	16,341	27.9	21.4	10.8	7.9	.0025
St. James	173,883	25,718	18.4	25.5	23.4	10.0	.0074
St. Landry	561,622	15,948	23.9	26.3	10.5	4.4	.0287
St. Mary	565,685	24,253	21.4	33.2	17.0	8.9	.0267
Tangipahoa	610,965	16,820	26.7	24.9	12.3	5.3	.0314
Tensas	41,041	9,351	25.7	14.5	3.7	3.9	.0021
Union	148,101	15,660	26.0	27.7	8.4	3.7	.0066
Vermilion	424,873	20,411	23.8	27.0	14.9	8.9	.0189
Vernon	374,412	15,470	36.9	25.7	7.6	2.8	.0164
Washington	295,478	14,963	26.5	24.5	9.2	4.1	.0146
Webster	348,053	17,941	24.2	27.8	12.4	5.1	.0161
West Carroll	58,419	8,994	25.7	14.1	4.4	2.3	.0036
West Feliciana	72,499	18,057	21.1	23.4	12.7	10.0	.0032
Winn	100,180	12,782	27.0	22.9	6.2	2.2	.0051
TOTAL METRO COUNTIES	**27,479,326**	**22,171**	**22.8**	**29.7**	**16.2**	**8.8**	**1.2760**
TOTAL STATE	**36,937,670**	**20,471**	**23.6**	**28.4**	**14.7**	**7.8**	**1.7268**

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/82

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BANGOR	**138.4**	**.0593**	**29.4**	**16.4**	**16.6**	**16.6**	**24.0**	**47.6**
Penobscot	138.4	.0593	29.4	16.4	16.6	16.6	24.0	47.6
• Bangor	31.8	.0136	30.7	17.1	18.1	14.8	27.4	12.1
SUBURBAN TOTAL	106.6	.0457	28.9	16.1	16.2	17.2	23.0	35.5
LEWISTON - AUBURN	**100.6**	**.0432**	**31.2**	**12.5**	**15.7**	**16.4**	**27.7**	**36.6**
Androscoggin	100.6	.0432	31.2	12.5	15.7	16.4	27.7	36.6
• Auburn	23.0	.0099	32.8	11.5	15.1	16.8	29.9	8.7

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BANGOR	**753,655**	**192,522**	**55,813**	**92,374**	**40,327**	**120,665**	**26,050**
Penobscot	753,655	192,522	55,813	92,374	40,327	120,665	26,050
• Bangor	384,295	67,312	31,162	78,158	28,286	68,414	11,828
SUBURBAN TOTAL	369,360	125,210	24,651	14,216	12,041	52,251	14,222
LEWISTON - AUBURN	**504,779**	**122,217**	**48,590**	**67,845**	**14,386**	**80,917**	**11,262**
Androscoggin	504,779	122,217	48,590	67,845	14,386	80,917	11,262
• Auburn	189,771	42,182	17,146	28,244	4,312	57,869	2,810

Bangor Daily News

SECURITY BLANKET.

51% 8-County Daily Coverage
57% 8-County Weekend Coverage

Rest assured you're covering more households than with any other daily in Maine, Vermont or New Hampshire — 78,000 daily/89,000 weekends in eight counties. For complete marketing information contact Roger K. Choquet 1-207-942-4881 or your Sawyer-Ferguson-Walker representative.

BANGOR DAILY NEWS
THE BETTER BUY IS BANGOR
Northern New England's Largest Daily Newspaper

Source: ABC Audit, 9/30/82

MAINE (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Lewiston	40.5	.0174	33.0	14.6	13.8	15.3	31.9	15.4	247,329	54,448	26,464	36,834	8,213	19,110	6,340
SUBURBAN TOTAL	37.1	.0159	28.9	10.9	18.4	17.2	21.6	12.5	67,679	25,587	4,980	2,767	1,861	3,938	2,112
PORTLAND	**219.4**	**.0941**	**31.9**	**12.6**	**17.5**	**16.9**	**27.8**	**82.5**	**1,553,598**	**306,914**	**130,625**	**203,434**	**47,486**	**176,701**	**47,288**
Cumberland	219.4	.0941	31.9	12.6	17.5	16.9	27.8	82.5	1,553,598	306,914	130,625	203,434	47,486	176,701	47,288
• Portland	60.6	.0260	32.6	14.3	18.4	13.9	31.7	25.8	449,257	96,707	52,683	31,725	13,718	61,329	11,074
SUBURBAN TOTAL	158.8	.0681	31.6	12.0	17.1	18.0	26.2	56.7	1,104,341	210,207	77,942	171,709	33,768	115,372	36,214
OTHER COUNTIES															
Aroostook	89.1	.0381	29.2	13.1	16.2	16.6	24.1	29.9	400,963	101,913	27,152	52,247	18,308	58,044	15,676
Franklin	28.4	.0122	30.7	13.3	15.5	17.3	26.0	10.3	99,028	24,810	10,067	9,668	1,839	17,230	2,982
Hancock	43.4	.0186	33.6	11.0	16.5	16.7	30.9	16.5	222,624	62,038	26,385	22,439	6,738	25,894	6,272
Kennebec	112.7	.0483	31.5	12.1	16.2	17.1	27.3	41.0	575,847	142,530	45,978	72,612	21,629	85,674	16,933
Knox	33.7	.0144	34.5	9.5	16.4	16.5	32.7	13.0	165,895	46,009	14,982	12,672	3,158	19,726	6,263
Lincoln	27.1	.0116	34.3	8.8	16.1	17.2	31.7	10.1	106,329	29,889	12,913	1,528	3,977	10,437	2,295
Oxford	49.8	.0214	33.3	9.9	15.1	17.0	30.4	18.4	168,503	49,524	16,705	14,863	3,039	23,604	10,754
Piscataquis	17.9	.0077	33.1	10.2	15.1	16.9	30.1	6.5	62,980	25,577	3,927	4,020	2,135	7,815	2,988
Sagadahoc	30.2	.0129	30.6	11.4	18.0	17.6	24.5	10.8	82,581	28,336	5,340	2,654	1,599	19,668	2,283
Somerset	45.6	.0196	31.7	9.8	15.7	17.4	27.5	16.0	160,123	53,119	9,767	3,676	4,940	20,220	9,518
Waldo	29.4	.0126	31.1	10.6	17.1	17.0	26.3	10.5	80,843	26,444	8,529	3,501	1,798	10,562	4,663
Washington	35.8	.0153	32.8	10.9	14.9	16.2	30.5	13.0	129,957	45,153	9,487	13,155	2,937	10,798	4,454
York	146.8	.0629	31.8	10.9	17.4	16.7	27.8	53.8	600,293	143,295	79,154	34,623	16,244	85,264	22,162
TOTAL METRO COUNTIES	**458.4**	**.1966**	**31.0**	**13.7**	**16.8**	**16.7**	**26.6**	**166.7**	**2,812,032**	**621,653**	**235,028**	**363,653**	**102,199**	**378,283**	**84,600**
TOTAL STATE	**1,148.3**	**.4922**	**31.5**	**12.2**	**16.5**	**16.8**	**27.4**	**416.5**	**5,667,998**	**1,400,290**	**505,414**	**611,311**	**190,540**	**773,219**	**191,843**

MAINE

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BANGOR	**1,020,784**	**18,752**	**29.9**	**33.1**	**10.5**	**3.0**	**.0561**
Penobscot	1,020,784	18,752	29.9	33.1	10.5	3.0	.0561
• Bangor	257,022	16,987	32.0	27.8	9.9	3.8	.0191
SUBURBAN TOTAL	763,762	19,384	29.3	34.8	10.7	2.7	.0370
LEWISTON - AUBURN	**752,816**	**18,033**	**32.2**	**32.1**	**9.1**	**2.9**	**.0399**
Androscoggin	752,816	18,033	32.2	32.1	9.1	2.9	.0399
• Auburn	181,837	17,936	31.0	30.4	9.9	3.7	.0113
• Lewiston	303,548	16,525	33.1	28.9	8.2	2.7	.0172
SUBURBAN TOTAL	267,431	19,791	32.0	37.3	9.5	2.5	.0114
PORTLAND	**1,993,970**	**21,067**	**27.6**	**33.7**	**13.5**	**5.7**	**.1072**
Cumberland	1,993,970	21,067	27.6	33.7	13.5	5.7	.1072
• Portland	535,436	17,081	30.7	28.2	9.7	4.2	.0298
SUBURBAN TOTAL	1,458,534	22,772	26.3	36.3	15.2	6.3	.0774

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aroostook	595,458	17,022	34.9	29.4	8.2	2.4	.0322
Franklin	220,419	18,573	31.9	32.0	10.4	3.4	.0101
Hancock	342,973	17,963	32.4	31.3	9.3	3.3	.0177
Kennebec	904,230	19,607	30.3	34.2	11.2	3.4	.0462
Knox	249,267	15,953	35.8	27.4	6.7	3.0	.0131
Lincoln	215,370	18,743	30.3	31.8	10.5	4.0	.0102
Oxford	371,545	17,594	34.3	30.7	8.6	2.8	.0174
Piscataquis	123,811	17,093	35.5	33.0	6.9	1.2	.0060
Sagadahoc	225,811	18,671	33.1	33.6	9.9	2.1	.0100
Somerset	299,394	16,184	33.8	29.9	6.6	1.9	.0152
Waldo	183,659	15,458	37.9	27.1	4.6	1.8	.0090
Washington	225,392	14,340	33.7	25.2	6.6	1.5	.0119
York	1,197,714	20,141	30.0	36.6	10.7	3.2	.0565
TOTAL METRO COUNTIES	**3,767,570**	**19,682**	**29.3**	**33.2**	**11.6**	**4.3**	**.2032**
TOTAL STATE	**8,922,613**	**18,659**	**31.2**	**32.5**	**10.1**	**3.4**	**.4587**

THE (ME) TEST

☑ What mini-test market matches mainstream America demographics plus or minus 5%?
☑ What test market has the location that offers confidentiality/isolation to keep your new product hidden longer from competition?
☑ What market meets all the ADI media-mix requirements, minimal spillage, and low GRP costs (average 30 second TV spot reaches 19% @ $15.50 per point; the newspaper buy reaches 42% @ $15.57 a point)?
☑ What market offers tight monitoring and control with 80% reach of the All Commodity Volume through 14 supermarkets?
☑ What market has the most up-to-date auditing capabilities of Nielsen, Burgoyne, SAMI?
☑ What market is served by a dominant newspaper with over 89,000 daily circulation and 127,000 Sunday, 96% within the ADI?
☑ Check the (ME) market . . . The Portland Mainestream. Call Mark Sullivan (Portland, ME) 207-775-5811; Gary Gagne (Landon-Boston) 617-266-2141; Roger Power (Landon-NYC) 212-867-1112.

Evening Express
Portland Press Herald
Maine Sunday Telegram

**Test marketers select the (ME) Market . . .
the Portland (ME) Press
Herald and Evening Express.**

The Portland Mainestream

Nationally Marketed By
LANDON

MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/82			% of Population by Age Group					RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**2,223.8**	**.9533**	**31.5**	**12.8**	**17.7**	**18.3**	**25.5**	**797.5**	**10,537,237**	**2,675,153**	**1,061,947**	**1,271,095**	**381,077**	**1,744,583**	**346,613**
Anne Arundel	390.7	.1675	30.1	13.5	18.6	20.4	20.4	132.0	2,004,527	510,263	202,880	258,411	61,602	364,818	62,607
• Annapolis	33.4	.0143	31.4	13.6	19.7	16.6	26.2	13.5	290,256	45,848	31,001	11,001	6,109	101,829	14,478
Baltimore	658.6	.2823	33.2	12.6	17.6	18.5	28.3	248.7	4,464,666	1,163,385	389,314	669,691	179,591	683,353	123,364
Baltimore city	755.3	.3238	31.6	13.5	16.7	15.4	28.9	275.7	2,551,006	609,471	319,009	223,497	92,976	449,267	104,310
• Baltimore	755.3	.3238	31.6	13.5	16.7	15.4	28.9	275.7	2,551,006	609,471	319,009	223,497	92,976	449,267	104,310
Carroll	103.8	.0445	31.[illegible]	11.[illegible]	17.8	20.7	22.6	33.8	350,921	104,499	23,005	13,802	9,070	60,422	16,983
Harford	153.3	.0657	29.6	12.1	17.9	21.0	19.4	50.3	557,731	150,542	56,157	43,666	14,648	86,925	24,044
Howard	134.7	.0577	30.4	9.8	20.8	23.9	16.5	47.5	535,906	116,450	62,075	60,557	21,918	83,428	14,052
Queen Anne's	27.4	.0118	33.3	13.6	16.3	18.1	29.2	9.5	72,480	20,543	9,507	1,471	1,272	16,370	1,253
SUBURBAN TOTAL	1,435.1	.6152	31.5	12.4	18.3	20.0	23.7	508.3	7,695,975	2,019,834	711,937	1,036,597	281,992	1,193,487	227,825
CUMBERLAND	**106.7**	**.0458**	**34.5**	**11.8**	**14.0**	**17.1**	**32.2**	**39.4**	**426,849**	**106,227**	**35,911**	**55,870**	**17,936**	**64,821**	**22,804**
Allegany	78.6	.0337	35.7	12.2	13.3	17.0	33.9	29.5	363,598	89,870	31,551	48,586	15,346	52,940	21,194
• Cumberland	25.0	.0107	40.2	9.9	13.1	14.9	40.4	10.5	190,938	39,966	14,153	24,900	7,684	26,690	9,981
Mineral, W. Va.	*28.1*	*.0121*	*31.8*	*10.8*	*15.9*	*17.5*	*27.5*	*9.9*	*63,251*	*16,357*	*4,360*	*7,284*	*2,590*	*11,881*	*1,610*
SUBURBAN TOTAL	81.7	.0351	33.2	12.4	14.3	17.7	29.8	28.9	235,911	66,261	21,758	30,970	10,252	38,131	12,823
HAGERSTOWN	**114.5**	**.0490**	**32.6**	**12.6**	**16.5**	**18.0**	**28.0**	**41.4**	**619,196**	**126,202**	**41,933**	**83,861**	**21,222**	**81,526**	**21,295**
Washington	114.3	.0490	32.6	12.6	16.5	18.0	28.0	41.4	619,196	126,202	41,933	83,861	21,222	81,526	21,295
• Hagerstown	33.7	.0144	34.0	12.7	15.9	15.1	33.3	14.1	333,800	82,643	27,962	35,629	9,575	76,575	8,621
SUBURBAN TOTAL	80.6	.0346	32.0	12.5	16.7	19.2	25.9	27.3	285,396	43,559	13,971	48,232	11,647	4,951	12,674
OTHER COUNTIES															
☐ Calvert	38.6	.0165	29.8	9.8	18.2	19.0	21.5	12.3	79,850	29,913	8,999	1,459	2,807	12,128	3,472
Caroline	24.0	.0103	33.1	10.7	15.3	17.1	29.9	8.6	92,914	31,127	3,349	1,287	1,235	21,380	3,196
☐ Cecil	62.1	.0266	30.5	11.1	16.5	18.6	23.9	20.6	306,457	64,852	26,710	8,687	7,779	52,863	7,384
☐ Charles	80.1	.0344	27.7	11.2	17.9	21.2	15.7	24.3	296,087	71,479	26,004	12,115	8,766	65,637	26,979
Dorchester	30.7	.0131	35.4	10.6	14.6	16.9	33.6	11.4	105,723	30,403	9,402	7,350	2,442	8,775	3,918
☐ Frederick	123.3	.0529	30.2	12.0	18.7	19.2	21.8	41.1	583,422	120,599	40,888	72,643	16,602	97,462	19,415
• Frederick	30.2	.0129	31.2	14.6	19.9	14.4	28.1	11.7	456,287	93,525	28,292	71,838	11,648	77,133	16,808
Garrett	27.8	.0119	30.9	11.4	15.4	17.2	26.5	9.5	117,310	37,570	4,353	6,517	5,017	31,238	3,890
Kent	16.7	.0072	34.4	13.9	14.2	16.5	32.6	6.3	76,033	27,061	6,377	5,472	1,784	10,487	3,394
☐ Montgomery	590.1	.2529	32.8	10.7	18.1	21.3	24.8	219.6	3,998,720	904,166	305,258	661,736	205,042	632.486	167,127
Rockville	44.1	.0189	30.7	11.6	18.5	21.8	20.3	15.1	425,548	77,186	42,779	24,231	24,565	83,613	15,202
☐ Prince George's	660.2	.2830	28.6	15.0	20.2	19.9	17.2	231.4	3,977,169	901,660	297,997	626,018	129,402	712,566	173,500
St. Mary's	63.2	.0271	27.2	14.3	18.3	17.6	18.1	20.7	178,251	47,303	16,486	14,261	8,421	27,660	6,576
Somerset	19.1	.0082	33.8	13.1	13.7	15.4	33.0	6.7	36,735	12,377	3,998	1,202	897	5,529	934
Talbot	26.0	.0111	37.6	10.1	14.7	16.7	36.4	10.5	188,131	45,060	17,912	2,322	9,260	37,408	6,937
Wicomico	66.9	.0287	32.2	13.3	16.3	17.7	27.7	24.4	407,006	99,953	30,112	61,024	14,704	65,892	12,303
Worcester	32.6	.0139	34.2	11.5	15.7	16.9	31.8	12.7	288,844	71,298	58,004	8,810	8,607	59,185	9,038
TOTAL METRO COUNTIES	**3,971.1**	**1.7023**	**31.1**	**12.7**	**18.0**	**19.1**	**23.9**	**1,417.7**	**20,761,736**	**4,983,894**	**1,841,287**	**2,786,200**	**788,043**	**3,452,191**	**786,979**
TOTAL STATE	**4,278.1**	**1.8338**	**31.2**	**12.7**	**17.9**	**19.0**	**24.2**	**1,528.5**	**22,252,683**	**5,386,046**	**1,991,280**	**2,894,445**	**840,410**	**3,719,745**	**837,165**

Maryland...where the best-selling paper is The Washington Post

The Washington Post has more paid circulation in Maryland on weekdays than any other morning *or* evening paper. And it's ahead on Sundays, too. What's more, its Maryland circulation is concentrated in five Washington MSA counties that account for 41% of Maryland's entire buying income.

The Washington Post

For more information call Nick Cannistaro, Vice President-Marketing (202) 334-4171.

Sources: current Audit Bureau of Circulations reports; Sales & Marketing Management "Survey of Buying Power," 1983.

The Sun's up.

THE SUNDAY SUN
Senate slowed on money bill by filibuster
House drops bill changing immigration

Paid Circulation:
Combined Daily, 343,402.
The Sunday Sun, 393,621.

The Baltimore market now has three rising Suns, and their increased circulation is giving advertisers greater visibility than ever in the nation's 14th largest metropolitan area.

One insertion in The Sun, The Evening Sun and The Sunday Sun now reaches 8 of 10 Baltimore adults with a household income of $35,000 or more.

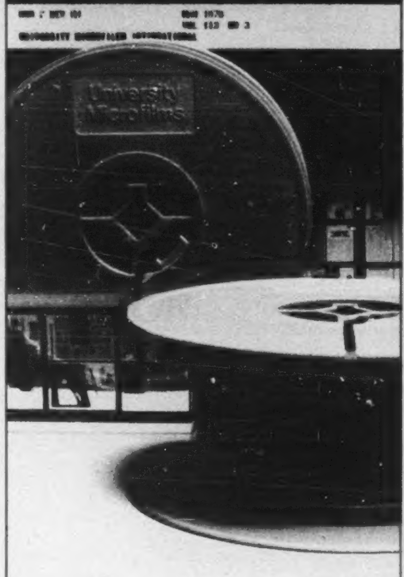
And our incredible new full-color printing capabilities set the standard in quality newspaper reproduction, providing the perfect format for your most appealing, and effective, ads.

In Baltimore, you'll make the best impression on the most people in The Sun. Morning. Evening. And Sunday. For more details, contact our National Advertising Manager, Diana Zinda, at (301) 332-6395, or our national representatives, CWO&O.

The Baltimore Sun.
Maryland's Leading Newspapers.

Sources: Scarborough Report 1980, ABC Publisher's Statement, March 31, 1983

This publication is available in microform.



University Microfilms International

Please send additional information for ______________________
(name of publication)
Name ______________________
Institution ______________________
Street ______________________
City ______________________
State __________ Zip ______________

300 North Zeeb Road
Dept. P.R.
Ann Arbor, Mi. 48106
U.S.A.

30-32 Mortimer Street
Dept. P.R.
London W1N 7RA
England

MD.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**21,077,801**	**24,051**	**22.7**	**33.2**	**18.3**	**7.9**	**.9634**
Anne Arundel	4,044,682	28,492	19.0	36.5	23.9	10.4	.1814
• Annapolis	351,933	22,607	24.5	31.9	16.5	8.9	.0189
Baltimore	7,221,760	26,729	21.4	36.9	20.8	9.4	.3445
Baltimore city	5,573,114	16,828	27.4	27.5	10.4	4.0	.2626
• Baltimore	5,573,114	16,828	27.4	27.5	10.4	4.0	.2626
Carroll	946,869	26,398	21.1	38.8	21.2	6.6	.0403
Harford	1,447,943	27,082	21.2	36.4	22.5	8.0	.0616
Howard	1,625,593	33,455	15.2	31.3	30.0	16.4	.0637
Queen Anne's	217,840	20,707	27.6	34.1	12.6	5.1	.0093
SUBURBAN TOTAL	15,152,754	27,739	20.2	36.5	22.6	9.9	.6819
CUMBERLAND	**778,656**	**17,557**	**30.0**	**31.5**	**9.0**	**2.4**	**.0386**
Allegany	582,430	17,344	30.2	31.2	9.0	2.2	.0300
• Cumberland	191,725	15,222	30.4	26.6	7.8	2.2	.0118
Mineral, W. Va.	*196,226*	*18,169*	*29.7*	*32.3*	*9.1*	*2.7*	*.0086*
SUBURBAN TOTAL	586,931	18,413	30.0	33.3	9.4	2.4	.0268
HAGERSTOWN	**927,146**	**20,180**	**27.7**	**34.6**	**12.4**	**3.6**	**.0480**
Washington	927,146	20,180	27.7	34.6	12.4	3.6	.0480
• Hagerstown	255,125	15,637	32.7	27.5	7.0	1.9	.0179
SUBURBAN TOTAL	672,021	22,683	25.1	38.2	15.2	4.4	.0301
OTHER COUNTIES							
☐ Calvert	328,849	25,955	20.5	36.1	21.5	6.9	.0131
Caroline	159,362	16,620	31.3	30.5	7.0	2.1	.0082
☐ Cecil	541,256	24,233	23.3	36.7	18.4	6.1	.0262
☐ Charles	700,509	28,544	17.6	36.9	25.9	7.3	.0310
Dorchester	228,641	17,249	31.6	29.8	8.9	3.3	.0108
☐ Frederick	1,101,384	25,148	23.2	36.7	19.6	6.6	.0519
• Frederick	277,165	21,479	27.0	35.0	14.3	4.8	.0214
Garrett	191,106	17,649	31.9	32.0	8.0	2.9	.0100
Kent	129,116	17,179	32.9	28.1	9.3	3.9	.0065
☐ Montgomery	8,519,542	35,682	14.4	27.2	24.6	26.7	.3559
Rockville	548,795	34,672	13.3	28.4	27.5	21.9	.0280
☐ Prince George's	7,444,776	29,938	18.6	33.6	24.8	14.3	.3366
St. Mary's	526,139	23,372	25.4	35.7	17.3	5.6	.0224
Somerset	127,549	16,111	33.3	26.9	8.1	3.1	.0055
Talbot	266,425	21,258	27.3	31.4	13.4	8.8	.0135
Wicomico	522,762	18,904	30.1	32.5	10.5	3.6	.0290
Worcester	251,263	16,872	33.0	28.6	8.4	3.8	.0165
TOTAL METRO COUNTIES	**41,223,693**	**26,283**	**21.0**	**32.7**	**20.1**	**11.5**	**1.8561**
TOTAL STATE	**43,626,056**	**25,671**	**21.6**	**32.6**	**19.4**	**11.0**	**1.9785**

MASSACHUSETTS

MASS.
S&MM ESTIMATES

	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,456.5**	**1.5474**	**32.0**	**13.5**	**17.5**	**17.2**	**27.5**	**1,335.1**	**19,337,840**	**4,688,081**	**2,302,334**	**2,430,309**	**773,094**	**1,990,254**	**637,763**
Essex	635.5	.2724	33.3	11.5	16.2	17.2	30.0	236.0	3,531,040	782,047	424,784	551,612	109,155	428,277	112,728
• Gloucester	28.0	.0120	33.6	11.1	17.5	16.3	31.2	10.9	151,507	46,805	22,103	10,660	1,478	17,500	8,788
• Haverhill	47.5	.0204	32.6	12.1	16.2	14.9	31.2	18.0	288,417	68,673	22,968	15,670	12,810	45,348	12,025
• Lawrence	62.9	.0270	31.2	12.6	16.1	12.9	31.0	24.4	235,162	66,918	24,434	4,982	17,852	41,468	9,989
• Lynn	76.7	.0329	33.8	11.8	15.8	15.0	33.0	30.6	313,258	84,191	26,609	8,912	13,060	76,117	18,701
Peabody	46.0	.0197	33.9	11.4	15.4	19.4	28.8	16.3	444,763	43,753	24,946	193,719	10,819	28,833	5,049
• Salem	38.1	.0163	33.2	15.2	17.2	14.5	32.4	15.5	209,788	75,585	28,036	22,379	8,499	21,870	6,187
Middlesex	1,359.6	.5828	31.9	13.6	17.9	17.7	26.9	489.2	7,064,505	1,741,725	692,654	805,205	330,414	794,778	228,424
Arlington	47.3	.0203	35.2	11.2	19.1	16.2	34.1	18.8	143,275	36,355	8,549	1,876	10,969	34,976	5,826
• Cambridge	94.6	.0405	29.7	22.7	26.3	13.6	22.5	39.8	774,707	115,169	86,593	151,413	29,872	30,340	15,736
• Framingham	65.8	.0282	32.2	14.0	18.2	18.5	26.4	25.0	529,282	91,070	86,891	77,433	39,133	69,602	12,000
• Lowell	92.5	.0396	30.0	15.9	15.6	13.8	28.3	33.8	384,312	89,964	28,650	52,859	11,596	93,221	14,072
Malden	53.0	.0227	33.8	12.2	18.0	15.0	32.7	21.3	180,005	47,441	16,856	20,777	6,990	22,953	5,884
Medford	56.9	.0244	33.7	14.9	15.6	15.4	32.6	20.4	262,436	83,895	16,972	12,383	10,368	31,598	20,151
Newton	82.3	.0353	34.2	13.7	17.6	17.7	30.8	28.9	604,778	154,167	68,185	85,985	21,965	52,895	18,710
Somerville	75.1	.0322	31.4	17.1	20.0	14.3	28.4	29.8	250,023	97,054	20,269	19,111	2,853	18,823	8,968
• Waltham	57.6	.0247	31.4	19.4	18.3	15.3	28.0	21.1	380,400	73,750	47,841	24,571	34,131	30,069	10,614
Norfolk	608.4	.2608	33.3	12.3	16.4	18.1	29.2	215.9	3,367,979	921,291	310,948	408,704	145,335	364,169	98,174
Brookline	54.4	.0233	34.1	14.3	23.1	15.6	32.4	24.2	196,932	66,028	29,020	3,236	21,108	12,905	6,020

74% coverage of Burlington Metro Area!

Sorry...but Vermont is not part of the Boston market!

The strongest Boston paper reaches **less than 1%** of the households in northern Vermont.* So if you don't want to overlook this important market, look beyond to Vermont's largest and most influential paper, The Burlington Free Press.

To cover up-state Vermont you need

The Burlington Free Press

Burlington, Vt. 802-863-3441 A Gannett Newspaper

Offering **74%** coverage of the Burlington Metro Area, with its nearly one-fourth of Vermont's total population!

*Circulation '82/'83

Ledger Land Readership Impact

1st in Circulation
91,924 among Mass. eve. newspapers

1st in Classified Adv.
among New England eve. newspapers

2nd in Retail Adv.
among Mass. daily newspapers
1st: Springfield Union 3rd: Boston Globe

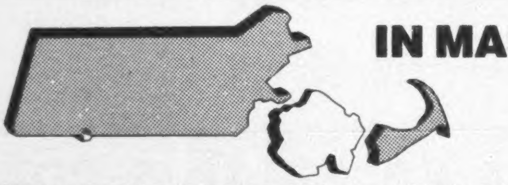
"on the grow . . ."
a 22% circulation gain since 1977
Serving readers of 29 communities in Norfolk and Plymouth Counties.
*Norfolk County income highest per household in Mass . . . Plymouth County ranks 5th.**

The Patriot Ledger

Source: Circulation, ABC FAS-FAX 3/31/83; Advertising, NENA Ad Lineage Report 12/31/82
*1982 Survey of Buying Power
13 Temple St., Quincy, MA (617) 786-7000
Represented Nationally by Landon Associates

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Quincy	84.3	.0361	35.1	13.2	16.8	15.4	34.7	34.5	472,856	121,526	50,831	43,644	23,888	46,562	24,529
Weymouth	56.1	.0240	32.3	13.0	16.6	17.0	28.5	20.3	283,172	77,705	21,989	27,920	8,931	21,986	12,047
Plymouth	**428.7**	**.1838**	**30.6**	**10.6**	**17.1**	**18.4**	**24.1**	**144.2**	**2,111,651**	**559,066**	**234,247**	**276,227**	**77,289**	**223,936**	**65,350**
• Brockton	98.0	.0420	30.5	12.2	16.5	16.5	26.1	34.9	547,401	129,163	83,493	108,391	17,317	46,438	20,710
Suffolk	**624.3**	**.2676**	**30.8**	**18.2**	**19.2**	**14.6**	**27.4**	**249.8**	**3,262,665**	**683,952**	**639,701**	**388,561**	**110,901**	**179,094**	**133,087**
• Boston	542.5	.2325	30.3	19.1	19.7	14.4	26.4	217.4	2,831,978	567,250	593,048	350,159	93,345	146,447	115,962
Revere	41.9	.0180	35.7	12.7	16.2	16.6	34.2	16.7	255,817	80,820	30,575	20,729	9,434	17,311	4,303
SUBURBAN TOTAL	2,452.3	1.0513	32.6	11.8	16.8	18.4	27.6	863.7	12,691,628	3,279,543	1,251,668	1,602,880	494,001	1,371,834	392,979
NEW BEDFORD - FALL RIVER - ATTLEBORO	**484.9**	**.2079**	**32.7**	**11.5**	**15.7**	**16.6**	**29.7**	**174.1**	**2,319,607**	**604,645**	**229,328**	**337,621**	**129,037**	**265,678**	**68,496**
Bristol	**484.9**	**.2079**	**32.7**	**11.5**	**15.7**	**16.6**	**29.7**	**174.1**	**2,319,607**	**604,645**	**229,328**	**337,621**	**129,037**	**265,678**	**68,496**
• Attleboro	35.4	.0152	31.6	11.8	16.4	17.2	27.3	12.6	209,492	[illegible],070	20,450	16,247	6,786	32,921	8,224
• Fall River	92.9	.0398	34.2	11.4	14.2	14.2	34.7	35.7	324,293	[illegible]4	30,051	33,799	22,993	41,840	15,121
• New Bedford	99.2	.0425	34.2	11.9	14.3	14.5	34.4	38.4	333,642	[illegible]	39,750	13,330	49,947	49,633	12,832
Taunton	46.0	.0197	32.3	12.2	16.3	16.3	29.3	16.5	202,096	7[illegible]	11,498	12,691	12,477	32,159	5,678
SUBURBAN TOTAL	257.4	.1104	31.8	11.4	16.5	18.2	26.5	87.4	1,452,180	389,6[illegible]	139,077	274,245	49,311	141,284	32,319
PITTSFIELD	**143.6**	**.0615**	**33.8**	**12.5**	**15.0**	**16.3**	**31.9**	**53.7**	**854,605**	**247,145**	**73,225**	**101,028**	**32,828**	**78,863**	**20,219**
Berkshire	**143.6**	**.0615**	**33.8**	**12.5**	**15.0**	**16.3**	**31.9**	**53.7**	**854,605**	**247,145**	**73,225**	**101,028**	**32,828**	**78,863**	**20,219**
• Pittsfield	50.9	.0218	34.0	10.8	15.2	16.1	32.3	19.7	374,561	93,084	21,773	53,639	23,927	36,453	7,690
SUBURBAN TOTAL	92.7	.0397	33.7	13.4	14.9	16.4	31.7	34.0	480,044	154,061	51,452	47,389	8,901	42,410	12,529



IN MASSACHUSETTS' FASTEST GROWING MARKET, WE DELIVER RESULTS

When you're looking for results in Southeastern Massachusetts, The Enterprise should be the backbone of your advertising schedule.

- According to the U.S. Census Bureau, the Brockton S.M.S.A. is the fastest growing area in Massachusetts—with a 12.5% gain from 1970–1980. The Enterprise achieves almost 70% *penetration* in the Brockton S.M.S.A.
- We're the *only* daily newspaper serving Plymouth, Norfolk and Bristol Counties, exclusively, 7 days a week, 365 days a year. And we're the *only* local Sunday newspaper serving the region with full features – including advertising inserts, TV Times magazine, Family Weekly color magazine, color comics, multi-sections and all the local and national news and sports.

More than 50% of Enterprise readers are professionally employed, well educated, upscale–and loyal to The Enterprise. We're the *only* way to reach a majority of readers in our area. Companies which advertise in The Boston Sunday Globe, but *not* in The Sunday Enterprise miss fully two-thirds of the readers they would reach if they also advertised in The Enterprise.**

For complete details and a sales kit filled with useful planning and demographic information, call Roy Vallatini at (617) 586-6200 or contact your nearest Landon Representative. The Enterprise will deliver the results you're looking for.

The Enterprise
It's about your world
60 Main Street, P.O. Box 1450, Brockton, MA 02403

Represented by Landon Associates, Inc.
ABC

**Source: Becker Research, June 1982

How to reach out, grab a New Englander and shake him by his down vest.

If you want to reach out and grab the Boston metro market—and the rest of New England for that matter—consider the newspaper that most New Englanders reach for: The Boston Globe.

The Globe's daily circulation is 506,465. And on Sundays, it's 779,134.* That means an adult readership of 1.6 million daily, 2.2 million Sundays. No other vehicle in the market gives you this kind of coverage.

But the Globe doesn't just deliver big numbers. It also puts you in touch with the best educated, most interested and well-to-do audience in New England. People with money to spend in what Adweek Magazine has called the *third hottest growth market in the country.***

Naturally, any publication that offers advertisers important readers must offer its readers important writing. The Globe does.

The Boston Globe has won more than its share of graphics and editorial awards, including its 9th Pulitzer Prize, awarded in 1983, for national reporting.

Finally, The Globe lets you talk to specific audiences with a variety of special sections.

The Boston Globe: All you need to reach the best in Boston.

GLOBE COVERAGE	DAILY Five-issue cume	SUNDAY Four-issue cume
ALL ADULTS	76%	79%
AGE—18-24	81	77
25-34	76	83
35-44	79	83
EDUCATION		
College Graduate or more	91	91
OCCUPATION		
Top Management	75	84
Professional/Technical	91	89
Managerial/Administrative	87	92
HOUSEHOLD INCOME		
$35,000 or more	91	89
$25,000-$34,999	76	84
SEX—Men	81	84
Women	71	75
EMPLOYED ADULTS		
Two or more	77	82
OWN VACATION HOME	87	93

(Source: Scarborough, Boston SMSA)

- At Home. Friday section devoted to the thousands of New Englanders who are devoted to making their home a better place to live.
- Sports Plus. Friday's special sports section: goes beyond standings and scores to bring Boston's fanatic fans the whole story. And bring advertisers men, 18-49.
- The Boston Globe Magazine. Award-winning rotogravure publication that's #1 in the country in retail advertising, #2 in total ad volume.***
- Sci-Tech. New Monday section covering the latest in science, health, technology.
- TV Week. The TV magazine with a larger circulation in Boston than TV Guide!
- Business Extra. Every Tuesday, local, national and international business news and how it impacts the New England business community. It's one of the biggest advertising successes in Globe history and a smart way to catch business people.
- The Boston Globe Food Pages. New England's most attractive and complete newspaper food section. Read every Wednesday by people in the Boston metro market interested in recipes, nutrition and saving money.
- Calendar Magazine. Thursday leisure guide that's popular with all our readers and especially Boston's enormous audience of young people (18-35).
- Boston Globe Classified. Every day. Far and away the #1 classified section in New England—with 145 categories, more than 26 million lines of advertising a year, and obviously fantastic results.

When you add it all up, The Boston Globe is all you really need to shake up New England.

The Boston Globe

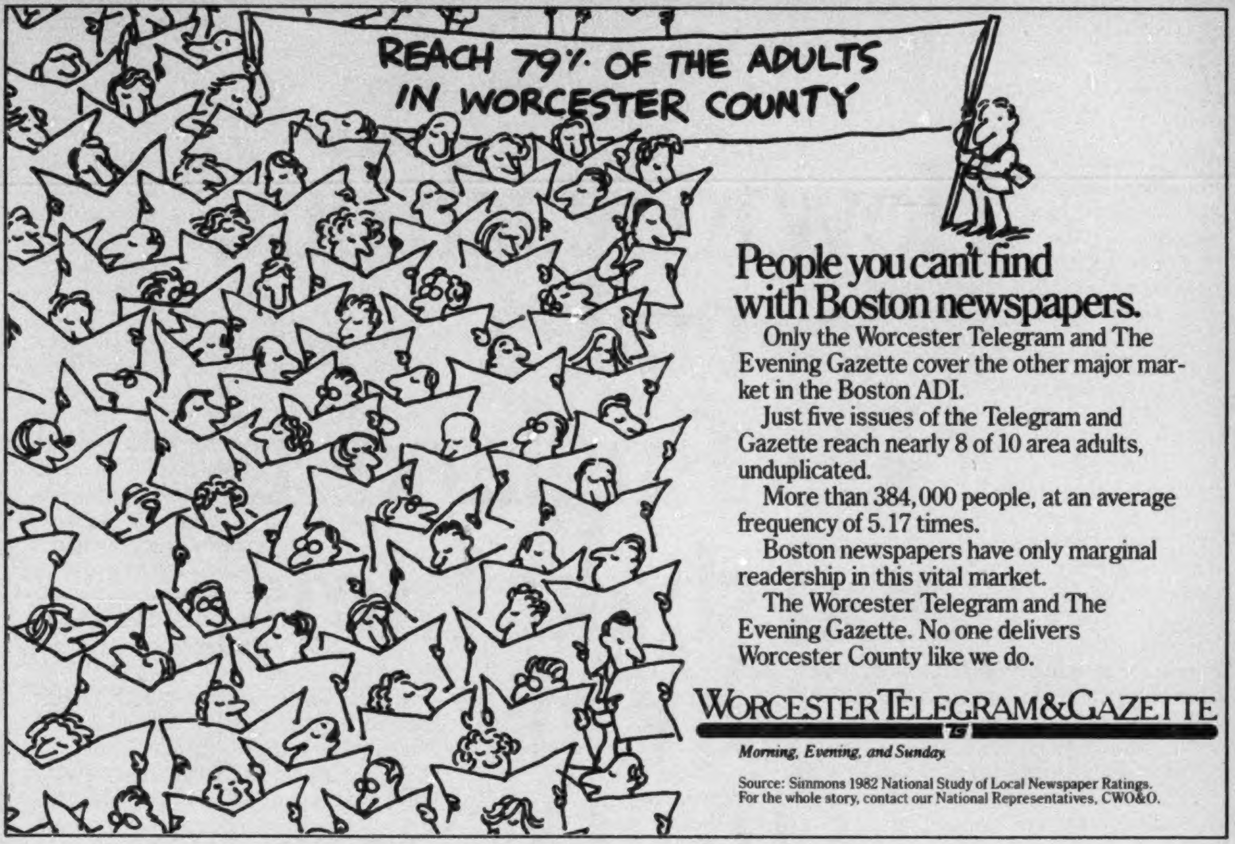
Every day, more than 1.6 million New Englanders say "The Globe's Here!"

The Boston Globe
New legislation: Rest of tax cuts or fiscal indigestion?
International summit on energy shortage
Union elections OK'd but strikers ask more.

The Boston Globe, a wholly owned subsidiary of Affiliated Publications, Inc., A Million Market Newspaper.

Newspaper power. Go for it.

*ABC, 3/31/83 **ADWEEK, August 31, 1981. *** Standard Gravure Corp.


REACH 79% OF THE ADULTS IN WORCESTER COUNTY

People you can't find with Boston newspapers.

Only the Worcester Telegram and The Evening Gazette cover the other major market in the Boston ADI.

Just five issues of the Telegram and Gazette reach nearly 8 of 10 area adults, unduplicated.

More than 384,000 people, at an average frequency of 5.17 times.

Boston newspapers have only marginal readership in this vital market.

The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings.
For the whole story, contact our National Representatives, CWO&O.

MASS. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SPRINGFIELD	**582.1**	**.2495**	**31.4**	**15.2**	**16.2**	**15.7**	**28.5**	**208.9**	**3,106,013**	**944,099**	**280,220**	**308,898**	**98,235**	**343,001**	**85,105**
Hampden	439.7	.1885	32.6	12.5	15.5	16.1	30.2	161.7	2,496,413	752,748	208,431	268,684	78,462	293,998	66,190
Chicopee	53.1	.0228	34.2	12.3	15.2	15.5	33.4	20.3	370,110	135,390	31,087	52,733	6,712	30,309	8,970
• Holyoke	43.8	.0188	33.8	11.7	13.7	13.9	34.5	16.8	188,057	54,431	15,603	10,415	9,097	35,108	8,742
• Springfield	151.1	.0648	31.3	13.9	15.8	13.9	30.2	56.6	942,863	259,162	69,525	104,888	37,735	91,152	25,670
• Westfield	36.6	.0157	30.9	15.4	16.1	16.3	27.2	12.8	256,809	84,708	17,986	26,561	5,608	36,535	6,618
Hampshire	142.4	.0610	28.2	23.8	17.7	14.4	23.5	47.2	609,600	191,351	71,789	40,214	19,773	49,003	18,915
• Northampton	30.0	.0129	31.3	18.9	19.2	14.0	28.9	10.9	234,768	71,704	25,899	21,464	8,358	27,023	7,648
SUBURBAN TOTAL	320.6	.1373	31.3	16.0	16.2	16.9	27.1	111.8	1,483,516	474,094	151,207	145,570	37,437	153,183	36,427
WORCESTER - FITCHBURG - LEOMINSTER	**652.1**	**.2795**	**32.0**	**12.9**	**16.0**	**16.3**	**29.0**	**234.6**	**3,256,983**	**822,023**	**280,905**	**417,979**	**166,418**	**379,064**	**108,080**
Worcester	652.1	.2795	32.0	12.9	16.0	16.3	29.0	234.6	3,256,983	822,023	280,905	417,979	166,418	379,064	108,080
• Fitchburg	39.2	.0168	31.5	16.8	14.3	13.7	31.3	14.6	192,514	65,454	12,964	26,172	6,726	24,805	11,869
• Leominster	35.4	.0152	31.8	12.6	16.3	16.8	28.1	13.3	252,769	44,284	17,341	55,527	10,762	24,543	7,398
• Worcester	160.2	.0687	32.6	16.5	14.6	13.5	33.0	60.0	902,758	193,528	72,402	140,115	88,488	159,891	33,195
SUBURBAN TOTAL	417.3	.1788	31.9	11.2	16.7	17.6	27.2	146.7	1,908,942	518,757	178,198	196,165	60,442	169,825	55,618
OTHER COUNTIES															
Barnstable	164.2	.0704	38.5	9.1	15.0	15.1	38.8	67.2	1,207,820	311,434	194,790	105,984	41,170	86,647	31,488
Dukes	9.9	.0042	35.1	8.5	20.3	15.3	34.7	4.3	88,796	17,983	14,809	1,029	2,298	4,796	1,635
Franklin	66.2	.0284	32.5	11.6	18.6	15.9	29.5	25.6	272,456	54,331	30,008	23,891	9,803	41,013	11,492
Nantucket	5.5	.0023	35.6	9.3	19.8	16.2	34.6	2.3	69,876	17,686	15,036	685	578	2,868	1,348
TOTAL METRO COUNTIES	**5,519.2**	**2.3658**	**32.0**	**13.4**	**16.9**	**16.9**	**28.1**	**2,006.4**	**28,875,048**	**7,305,993**	**3,166,012**	**3,595,835**	**1,199,612**	**3,056,860**	**919,663**
TOTAL STATE	**5,765.0**	**2.4711**	**32.2**	**13.2**	**17.0**	**16.8**	**28.4**	**2,105.8**	**30,513,996**	**7,707,427**	**3,420,655**	**3,727,424**	**1,253,461**	**3,192,184**	**965,626**

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

84%

Every week, 84% of the adults in the Springfield, Mass. metro area read the Springfield Newspapers. . .for news, information, entertainment, and your advertising.

Call Dwight L. Brouillard
(413) 788-1108

Springfield Newspapers

Largest in Massachusetts Outside Boston Represented by Newhouse Newspapers

MASS.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

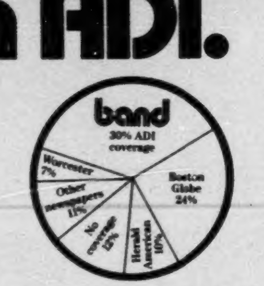
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**38,301,757**	**25,525**	**21.0**	**31.2**	**19.1**	**11.6**	**1.7231**
Essex	6,518,191	24,923	21.2	31.5	18.6	10.5	.3010
• Gloucester	280,925	21,922	25.1	31.0	14.4	9.0	.0130
• Haverhill	423,011	21,002	25.7	32.3	14.9	5.2	.0217
• Lawrence	485,449	17,115	26.8	28.5	11.1	3.2	.0230
• Lynn	686,979	20,043	25.0	31.6	13.6	4.9	.0310
Peabody	478,946	28,265	17.8	33.9	22.8	11.1	.0271
• Salem	369,799	21,087	25.8	32.0	15.0	5.8	.0175
Middlesex	15,156,458	27,895	19.2	31.7	21.2	14.1	.6583
Arlington	563,828	28,183	20.1	32.1	22.4	13.2	.0209
• Cambridge	1,014,504	19,903	27.3	29.9	11.8	8.0	.0526
• Framingham	794,922	28,667	18.3	31.5	22.8	15.3	.0384
• Lowell	776,497	20,260	26.4	32.7	13.3	4.7	.0363
Malden	521,561	22,053	25.2	33.1	16.0	5.9	.0215
Medford	553,077	25,210	20.8	33.2	19.4	9.3	.0248
Newton	1,177,245	35,592	14.8	25.4	22.9	28.2	.0507
Somerville	668,536	20,230	26.2	33.0	13.2	4.4	.0287
• Waltham	602,975	25,732	20.6	33.7	20.7	9.5	.0292
Norfolk	7,089,963	30,116	17.4	30.5	23.7	16.1	.3074
Brookline	797,597	26,900	20.9	28.8	17.7	17.9	.0284
Quincy	892,582	23,942	22.6	33.0	18.8	7.4	.0407
Weymouth	584,884	27,047	19.1	32.4	23.8	10.2	.0260
Plymouth	3,907,760	25,113	22.0	35.1	18.8	8.3	.1842
• Brockton	802,716	20,797	24.4	33.0	14.3	4.6	.0418
Suffolk	5,629,385	18,302	26.9	28.1	11.9	5.8	.2722
• Boston	4,889,084	18,022	27.2	27.6	11.5	5.9	.2364
Revere	386,760	21,171	25.1	32.6	15.6	4.6	.0195
SUBURBAN TOTAL	27,174,896	28,827	18.4	31.9	22.4	14.4	1.1822

Nashua
Enterprise
Ledger
band

Boston Area Newspaper Dailies

band dominates the Boston ADI.

BAND penetrates the Boston ADI with 30% coverage. 23 ABC newspapers deliver a total of 604,782* households daily… 96% within the ADI; total adult readership averages 1,330,520. It's the #1 single buy (and it's at a discount).



Nationally Marketed By
LANDON

23 offices coast-to-coast: call New York: 212-867-1112/Boston: 617-266-2141/Chicago: 644-8270.

*March '82 ABC Fas Fax

"the number 2 punch in New England!"

The Western Massachusetts Newspaper Network reaches the second largest market in Massachusetts, with a combined circulation of over 106,000. Western Massachusetts is only covered with the WESTERN MASSACHUSETTS NEWSPAPER NETWORK.

Greenfield Recorder
Holyoke Transcript-Telegram
North Adams Transcript
Northampton Hampshire Gazette
Pittsfield Berkshire Eagle

WMNN WESTERN MASSACHUSETTS NEWSPAPER NETWORK

REPRESENTED BY
LANDON NETWORK

NEW YORK ■ ATLANTA ■ BOSTON ■ CHICAGO ■ DALLAS ■ DETROIT ■ LOS ANGELES ■ PHILADELPHIA ■ SAN FRANCISCO ■ BUFFALO ■ CHARLOTTE ■ CINCINNATI ■ CLEVELAND ■ HARRISBURG ■ HARTFORD ■ KANSAS CITY ■ PITTSBURGH ■ RALEIGH ■ SEATTLE ■ SYRACUSE ■ ALBANY

MASS. (cont.)
[illegible] ESTIMATES

$$ EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
NEW BEDFORD - FALL RIVER - ATTLEBORO	**4,077,147**	**21,257**	**25.1**	**33.9**	**14.2**	**5.0**	**.1988**
Bristol	4,077,147	21,257	25.1	33.9	14.2	5.0	.1988
• Attleboro	331,630	24,039	24.2	36.1	17.2	6.9	.0164
• Fall River	665,016	16,167	29.5	30.3	7.4	1.9	.0321
• New Bedford	739,124	16,325	29.3	28.4	9.2	2.6	.0346
Taunton	385,206	21,489	25.1	35.2	13.8	5.1	.0183
SUBURBAN TOTAL	2,341,377	25,189	21.4	37.7	18.7	7.0	.1157
PITTSFIELD	**1,351,273**	**22,183**	**25.2**	**33.4**	**15.5**	**6.6**	**.0667**
Berkshire	1,351,273	22,183	25.2	33.4	15.5	6.6	.0667
• Pittsfield	495,460	22,334	24.2	31.9	15.9	7.7	.0260
SUBURBAN TOTAL	855,813	22,100	25.8	34.0	15.3	6.0	.0407
SPRINGFIELD	**5,124,696**	**21,824**	**24.7**	**33.2**	**15.5**	**5.7**	**.2527**
Hampden	3,845,438	21,361	24.8	33.0	15.1	5.3	.1943
Chicopee	450,480	20,443	26.1	33.8	14.5	2.9	.0250
• Holyoke	350,051	16,998	26.2	28.3	10.7	4.0	.0170
• Springfield	1,169,414	18,002	27.6	29.9	11.6	3.2	.0656
• Westfield	325,637	23,646	23.1	37.9	16.6	5.2	.0176
Hampshire	1,279,258	23,367	24.2	34.6	16.8	7.0	.0584
• Northampton	279,417	21,011	25.4	31.8	14.1	6.5	.0154
SUBURBAN TOTAL	3,000,177	24,379	23.1	35.3	18.2	7.2	.1371
WORCESTER - FITCHBURG - LEOMINSTER	**6,086,841**	**23,533**	**23.4**	**34.1**	**17.4**	**6.8**	**.2849**
Worcester	6,086,841	23,533	23.4	34.1	17.4	6.8	.2849
• Fitchburg	327,550	19,521	26.9	32.1	11.9	4.9	.0162
• Leominster	324,836	22,674	24.1	36.5	15.5	5.0	.0174
• Worcester	1,396,812	19,609	26.6	30.4	13.2	5.4	.0705
SUBURBAN TOTAL	4,037,643	25,666	21.6	35.8	19.9	7.8	.1808
OTHER COUNTIES							
Barnstable	1,634,690	21,229	28.3	33.0	14.0	6.3	.0847
Dukes	100,099	19,697	31.5	31.4	11.2	6.5	.0055
Franklin	598,137	21,040	27.4	34.3	13.5	4.8	.0269
Nantucket	65,674	25,206	21.6	39.3	15.2	9.7	.0039
TOTAL METRO COUNTIES	**54,941,714**	**24,342**	**22.1**	**32.1**	**18.0**	**9.7**	**2.5262**
TOTAL STATE	**57,340,314**	**24,171**	**22.4**	**32.2**	**17.8**	**9.5**	**2.6472**

MICHIGAN

MICH.
[illegible] ESTIMATES

POPULATION—12/31/82 | **RETAIL SALES BY STORE GROUP 1982**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**270.3**	**.1158**	**27.3**	**21.8**	**22.5**	**16.0**	**16.7**	**97.9**	**1,394,904**	**201,298**	**147,116**	**308,905**	**72,948**	**198,554**	**58,348**
Washtenaw	270.3	.1158	27.3	21.8	22.5	16.0	16.7	97.9	1,394,904	201,298	147,116	308,905	72,948	198,554	58,348
• Ann Arbor	109.5	.0469	26.0	29.5	24.3	13.7	14.4	40.8	742,651	110,964	84,185	166,062	55,416	56,442	31,872
SUBURBAN TOTAL	160.8	.0689	28.4	16.5	21.4	17.6	18.2	57.1	652,253	90,334	62,931	142,843	17,532	142,112	26,476

ONE ORDER! ONE INVOICE!
Buy Gannett Michigan ...Save 17%*

These are a few of the Companies that discovered Gannett Michigan:

- BLUE CROSS
- CARNATION
- ELIAS BROS.
- HIRAM WALKER
- JIM BEAM
- KIMBERLY CLARK
- KRAFT FOODS
- LAWN BOY
- LIPTON FOODS
- MICHIGAN BELL
- MICHIGAN LOTTERY
- NABISCO
- NEWSPAPER CO-OP
- PEPSI COLA
- PFEISTER CO.
- PHILIP MORRIS
- PROCTOR & GAMBLE
- SCHAFER BAKERY
- SQUIRT PAK

Gannett Michigan fills a big gap in out state Michigan, that can't be covered successfully by any other newspaper or newspaper group.

- **LANSING STATE JOURNAL**
- **BATTLE CREEK ENQUIRER**
- **PORT HURON TIMES HERALD**
- **STURGIS JOURNAL**

Gannett Michigan Coordinator, Bo Boettcher, 120 E. Lenawee St.,
Lansing, Michigan 48919. Phone (517) 377-1140

or contact GANNETT NEWSPAPER ADVERTISING SALES

Gannett Michigan

* Optional Buy Lansing, Battle Creek, Port Huron available at 15% discount.

MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BATTLE CREEK	**139.5**	**.0597**	**31.5**	**11.9**	**16.2**	**17.2**	**27.2**	**52.0**	**588,733**	**96,796**	**72,596**	**139,919**	**25,594**	**70,438**	**25,039**
Calhoun	139.5	.0597	31.5	11.9	16.2	17.2	27.2	52.0	588,733	96,796	72,596	139,919	25,594	70,438	25,039
• Battle Creek	34.7	.0149	30.7	12.9	17.0	13.4	29.3	14.2	204,577	30,948	14,809	35,098	5,470	40,504	8,929
SUBURBAN TOTAL	104.8	.0448	31.9	11.6	15.9	18.5	26.5	37.8	384,156	65,848	57,787	104,821	20,124	29,934	16,110
BENTON HARBOR	**170.5**	**.0731**	**30.7**	**11.6**	**16.1**	**17.0**	**26.1**	**62.2**	**776,120**	**198,049**	**75,033**	**91,152**	**67,873**	**94,838**	**30,392**
Berrien	170.5	.0731	30.7	11.6	16.1	17.0	26.1	62.2	776,120	198,049	75,033	91,152	67,873	94,838	30,392
• Benton Harbor	14.2	.0061	22.0	12.3	13.3	12.6	18.8	4.6	106,243	8,096	6,681	22,351	1,797	22,055	5,913
SUBURBAN TOTAL	156.3	.0670	31.4	11.5	16.3	17.4	26.8	57.6	669,877	189,953	68,352	68,801	66,076	72,783	24,479

That Plum is the total Effective Buying Income of Michigan's newest MSA, Benton Harbor/St. Joseph/Berrien County.* The most efficient way to reach that Plum is through the MSA's dominant advertising medium, The Herald-Palladium. With household penetration of 49.2% in the metro county area and 79.8% in the metro core area,* it's the medium that moves people and products.

Represented by Landon Assoc., Inc.

There's a $1,510,800,000* Plum in Michigan's Fruit Belt waiting to be picked!

Get the facts
on the Benton Harbor MSA. Write or call for this Free Market Brochure.
National Advertising Manager
The Herald Palladium
P.O. Box 128
St. Joseph, MI 49085
(616) 429-2400

The Herald-Palladium

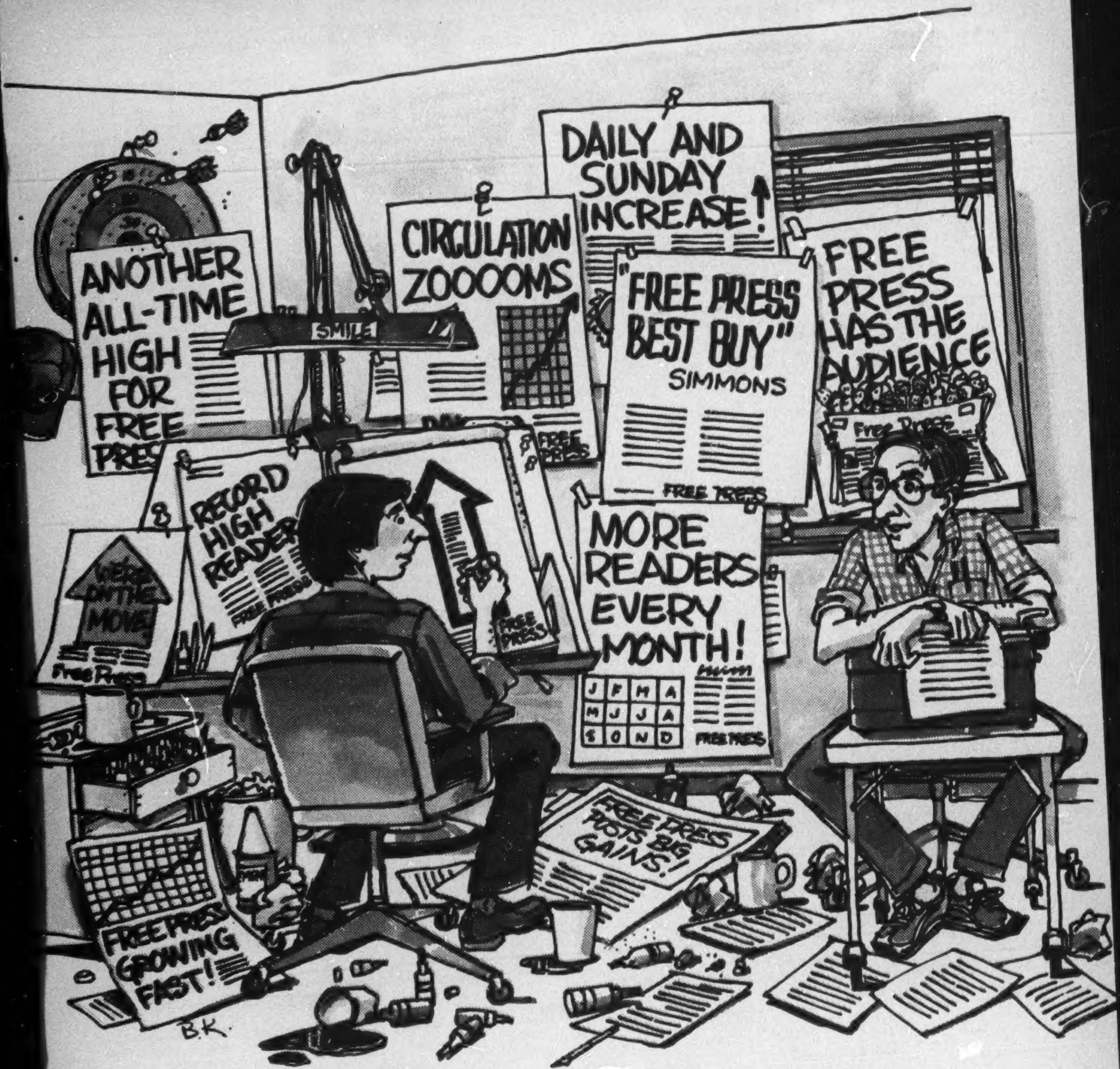
*SOURCES: "SMM'S 1983 SURVEY OF BUYING POWER" + AMERICAN NEWSPAPER MARKETS' "CIRCULATION 82/83"

MICH. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DETROIT	**4,419.8**	**1.8944**	**30.5**	**12.3**	**17.2**	**17.4**	**24.9**	**1,570.7**	**22,780,323**	**5,387,849**	**2,223,403**	**3,064,023**	**912,256**	**3,786,522**	**1,106,276**
Lapeer	74.7	.0320	27.9	11.1	17.4	19.1	18.5	23.2	255,344	82,433	21,465	10,012	8,206	44,922	19,353
Livingston	109.5	.0470	29.1	10.2	17.9	20.9	18.5	34.6	388,982	109,130	40,607	37,363	12,237	46,612	22,073
Macomb	701.7	.3007	30.3	12.7	17.1	18.9	23.0	241.8	4,090,604	1,080,898	385,367	527,630	183,128	728,524	173,966
Roseville	52.5	.0225	29.5	14.1	17.9	15.6	24.6	18.3	305,831	81,378	32,024	88,612	9,356	18,945	15,792
St. Clair Shores	73.3	.0314	34.9	12.7	14.3	17.1	32.9	26.8	292,616	74,193	47,491	27,115	9,367	33,771	17,826
Sterling Heights	115.7	.0496	28.4	10.4	20.3	21.5	15.2	37.5	1,035,526	230,435	64,758	229,470	39,055	219,864	22,099
Warren	155.9	.0668	32.0	14.0	13.8	20.2	25.7	54.0	762,298	274,716	91,006	66,276	33,573	96,037	24,443
Monroe	137.1	.0587	28.8	11.8	16.9	18.0	21.6	45.4	498,955	123,080	35,015	50,759	11,515	113,251	17,878
Oakland	1,023.1	.4385	31.3	11.7	17.9	19.0	24.3	372.7	6,588,580	1,438,748	673,887	938,938	310,526	1,023,886	281,549
Farmington Hills	59.3	.0254	32.8	11.2	16.4	21.1	25.2	21.4	261,478	46,425	44,642	16,574	8,936	51,253	10,513
• Pontiac	74.1	.0318	26.7	14.9	18.0	14.4	20.6	25.8	313,948	54,361	23,594	50,904	9,047	71,000	12,303
Royal Oak	67.3	.0288	33.3	12.0	19.9	15.5	31.0	27.8	415,394	62,611	42,939	25,146	19,052	103;392	12,154
Southfield	76.4	.0327	36.5	10.5	17.1	17.8	34.0	31.1	1,298,247	152,910	161,463	329,469	70,350	151,366	42,665
Troy	68.6	.0294	30.8	8.8	20.1	23.4	18.1	24.3	835,324	118,674	56,221	241,773	28,206	151,812	30,962
St. Clair	142.2	.0610	30.1	11.6	16.0	17.1	25.1	49.5	626,832	168,464	70,138	63,030	23,488	76,495	34,367
• Port Huron	34.0	.0146	29.8	14.4	15.5	14.1	27.9	13.1	279,397	56,583	29,513	28,518	16,996	27,853	10,518
Wayne	2,231.5	.9565	30.6	12.6	17.0	15.9	26.6	803.5	10,331,026	2,385,096	996,924	1,436,291	363,156	1,752,832	557,090
• Dearborn	87.0	.0373	37.3	11.8	15.1	15.1	37.3	34.2	1,327,877	105,191	128,970	225,538	69,717	328,522	76,268
Dearborn Heights	64.5	.0276	33.9	13.1	14.4	18.2	30.2	22.6	276,242	85,460	47,038	1,671	5,896	14,231	8,692
• Detroit	1,130.2	.4844	30.0	12.6	17.0	14.5	27.1	416.2	3,233,383	816,348	382,930	203,693	93,859	649,522	177,247
Lincoln Park	43.0	.0184	31.9	13.5	17.4	14.9	29.7	16.1	254,357	82,699	14,032	41,365	7,699	17,420	19,113
Livonia	103.0	.0441	32.8	12.0	14.2	20.8	26.1	32.7	937,675	225,947	60,437	139,091	66,554	110,139	58,849
Taylor	79.0	.0339	27.0	13.8	18.5	18.4	16.7	25.5	681,619	151,691	47,044	172,064	12,675	98,585	27,949
Westland	83.9	.0360	28.7	14.4	18.7	18.5	19.7	29.4	560,416	157,984	42,355	115,115	7,939	72,028	28,631
SUBURBAN TOTAL	3,094.5	1.3263	30.7	12.1	17.3	18.7	23.9	1,081.4	17,625,718	4,355,366	1,658,396	2,555,370	722,637	2,709,625	829,940
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,690.1***	***2.0102***	***30.3***	***12.8***	***17.5***	***17.3***	***24.5***	***1,668.6***	***24,175,227***	***5,589,147***	***2,370,519***	***3,372,928***	***985,204***	***3,985,076***	***1,164,624***
FLINT	**444.2**	**.1904**	**28.7**	**13.2**	**16.8**	**18.0**	**21.4**	**158.0**	**2,508,978**	**492,337**	**208,965**	**563,692**	**118,790**	**465,189**	**97,805**
Genesee	444.2	.1904	28.7	13.2	16.8	18.0	21.4	158.0	2,508,978	492,337	208,965	563,692	118,790	465,189	97,805
• Flint	151.8	.0651	27.9	14.6	17.0	14.5	23.4	56.8	667,160	135,460	81,147	33,527	42,481	117,846	33,731
SUBURBAN TOTAL	292.4	.1253	29.1	12.5	16.8	19.8	20.3	101.2	1,841,818	356,877	127,818	530,165	76,309	347,343	64,074
GRAND RAPIDS	**614.9**	**.2636**	**29.1**	**14.1**	**17.6**	**16.5**	**23.1**	**217.4**	**3,008,208**	**404,425**	**319,314**	**739,782**	**148,894**	**403,574**	**69,627**
Kent	450.9	.1933	29.3	14.2	17.6	16.1	23.9	163.1	2,427,047	318,929	257,544	575,171	125,568	320,788	55,075
• Grand Rapids	179.8	.0771	29.5	16.0	17.5	12.8	27.6	67.0	979,274	132,479	87,420	274,829	60,764	106,597	22,704
Wyoming	60.8	.0261	28.8	15.5	19.3	15.5	22.5	23.2	339,795	62,632	51,960	45,019	14,951	31,803	11,294
Ottawa	164.0	.0703	28.5	13.6	17.2	17.6	21.2	54.3	581,161	85,496	61,770	164,611	23,326	82,786	14,552
• Holland	27.4	.0117	29.6	18.0	15.2	14.1	27.7	9.9	181,557	20,383	18,404	26,800	10,643	39,631	7,095
SUBURBAN TOTAL	407.7	.1748	28.9	13.0	17.8	18.3	20.8	140.5	1,847,377	251,563	213,490	438,153	77,487	257,346	39,828
JACKSON	**151.3**	**.0649**	**30.6**	**12.2**	**18.4**	**17.6**	**24.2**	**52.3**	**633,735**	**102,586**	**52,195**	**185,949**	**19,873**	**75,310**	**15,266**
Jackson	151.3	.0649	30.6	12.2	18.4	17.6	24.2	52.3	633,735	102,586	52,195	185,949	19,873	75,310	15,266
• Jackson	38.3	.0164	29.8	14.1	16.6	13.2	28.1	14.9	202,979	33,245	27,377	13,916	11,407	35,483	10,597
SUBURBAN TOTAL	113.0	.0485	30.8	11.5	19.0	19.1	22.9	37.4	430,756	69,341	24,818	172,033	8,466	39,827	4,669
KALAMAZOO	**213.4**	**.0915**	**28.7**	**17.9**	**18.3**	**16.7**	**21.8**	**78.3**	**1,196,037**	**181,896**	**114,794**	**357,701**	**58,900**	**144,843**	**24,282**
Kalamazoo	213.4	.0915	28.7	17.9	18.3	16.7	21.8	78.3	1,196,037	181,896	114,794	357,701	58,900	144,843	24,282
• Kalamazoo	78.2	.0335	25.8	27.0	18.0	11.8	21.8	28.8	509,677	56,872	68,426	67,253	23,902	108,344	11,210
SUBURBAN TOTAL	135.2	.0580	30.3	12.7	18.4	19.5	21.8	49.5	686,360	125,024	46,368	290,448	34,998	36,499	13,072
LANSING - EAST LANSING	**424.7**	**.1821**	**27.2**	**18.7**	**19.0**	**16.3**	**18.9**	**149.0**	**2,018,491**	**380,518**	**216,574**	**427,038**	**80,602**	**305,641**	**44,307**
Clinton	57.5	.0247	28.7	11.1	16.9	19.6	19.7	18.6	155,294	53,087	14,702	2,532	3,673	26,997	5,559
Eaton	92.8	.0398	29.2	12.3	18.4	19.0	20.3	32.8	486,305	101,176	42,243	137,483	15,786	52,600	7,738
Ingham	274.4	.1176	26.3	22.4	19.6	14.6	18.4	97.6	1,376,892	226,255	159,629	287,023	61,143	226,044	31,010
• East Lansing	51.8	.0222	22.7	56.7	14.7	8.0	9.0	13.2	197,788	34,724	41,565	837	12,678	17,025	6,348
• Lansing	128.6	.0551	28.0	15.6	21.6	14.3	20.6	50.4	796,316	142,392	80,425	146,133	44,136	176,160	16,260
SUBURBAN TOTAL	244.3	.1048	29.2	12.3	18.4	19.1	20.2	85.4	1,024,387	203,402	94,584	280,068	23,788	112,456	21,699
MUSKEGON	**155.4**	**.0666**	**30.2**	**12.3**	**16.2**	**16.2**	**26.1**	**55.7**	**603,064**	**105,712**	**63,160**	**175,334**	**22,194**	**76,952**	**20,087**
Muskegon	155.4	.0666	30.2	12.3	16.2	16.2	26.1	55.7	603,064	105,712	63,160	175,334	22,194	76,952	20,087
• Muskegon	39.7	.0170	29.8	15.0	16.8	12.0	29.2	15.4	175,617	32,052	14,697	22,005	9,195	32,328	5,999
SUBURBAN TOTAL	115.7	.0496	30.4	11.4	15.9	17.7	25.0	40.3	427,447	73,660	48,463	153,329	12,999	44,624	14,088
SAGINAW - BAY CITY - MIDLAND	**421.2**	**.1805**	**29.2**	**12.6**	**16.9**	**17.4**	**22.8**	**146.6**	**2,042,032**	**492,423**	**225,823**	**358,908**	**75,138**	**272,736**	**77,879**
Bay	118.8	.0509	29.9	12.8	16.5	16.9	24.7	42.3	589,993	140,720	57,910	86,226	21,052	97,168	19,720
• Bay City	39.8	.0171	31.0	14.0	16.1	14.0	29.5	15.4	288,754	58,690	24,224	65,822	8,076	35,615	8,053
Midland	75.4	.0323	29.0	12.4	17.6	19.0	20.4	26.1	284,378	83,378	25,717	37,816	7,243	38,212	16,196
• Midland	38.2	.0164	29.6	13.7	17.7	18.5	22.1	13.9	255,360	75,610	21,596	37,816	7,047	35,898	13,751
Saginaw	227.0	.0973	28.9	12.5	16.8	17.1	22.7	78.2	1,167,661	268,325	142,196	234,866	46,843	137,356	41,963
• Saginaw	74.3	.0318	28.1	13.7	17.1	13.1	25.1	27.1	240,283	54,619	26,956	16,236	6,071	42,608	11,383
SUBURBAN TOTAL	268.9	.1152	29.2	11.9	16.8	18.9	21.3	90.2	1,257,635	303,504	153,047	239,034	53,944	158,615	44,692
OTHER COUNTIES															
Alcona	10.3	.0044	41.2	8.0	10.5	15.9	41.0	4.0	30,640	8,954	4,101	2,008	508	8,517	364
Alger	9.4	.0040	33.0	9.5	15.0	16.6	30.4	3.3	30,636	12,215	3,078	478	647	3,805	500
Allegan	84.9	.0364	29.7	11.7	16.8	17.1	24.0	29.1	238,404	58,290	21,478	4,207	5,513	58,629	13,859
Alpena	32.4	.0139	30.9	12.3	14.3	17.7	26.5	11.8	150,043	46,128	15,336	13,780	6,706	17,734	6,524
Antrim	17.1	.0073	33.5	9.6	14.7	16.4	31.4	6.2	53,503	20,368	5,863	688	1,952	6,893	1,631
Arenac	15.6	.0067	32.5	10.4	13.9	15.7	30.8	5.6	54,518	17,902	5,988	876	418	8,569	1,623
Baraga	8.5	.0037	32.5	9.4	14.9	15.0	31.4	3.1	33,616	8,638	2,622	4,272	256	5,278	723
Barry	47.6	.0204	31.0	10.4	16.5	18.8	24.5	16.5	88,742	31,483	7,518	1,984	1,861	10,285	3,313
Benzie	11.9	.0051	33.3	10.4	14.9	17.3	30.2	4.3	45,506	15,907	5,569		840	8,788	3,271
Branch	40.8	.0175	31.2	11.8	15.8	17.5	26.5	14.8	130,075	29,193	12,205	16,732	3,708	23,938	5,147
Cass	50.6	.0217	31.5	10.4	15.9	17.9	26.6	18.1	110,145	37,268	14,531	2,734	1,504	19,494	4,040
Charlevoix	20.8	.0089	31.5	11.1	15.9	17.4	27.0	7.8	81,972	30,526	7,645	2,081	4,232	12,968	3,399


ANOTHER ALL-TIME HIGH FOR FREE PRES
SMILE
CIRCULATION ZOOOOMS
DAILY AND SUNDAY INCREASE!
"FREE PRESS BEST BUY" SIMMONS
FREE PRESS
FREE PRESS HAS THE AUDIENCE
Free Press
RECORD HIGH READER
FREE PRESS
WE'RE ON THE MOVE!
Free Press
FREE PRESS
MORE READERS EVERY MONTH!
J F M A
M J J A
S O N D
FREE PRESS
FREE PRESS POSTS BIG GAINS!
FREE PRESS GROWING FAST!
B.K.

"Maybe we should just say circulation is up again."

History repeats. Like last month, and the month before that, and many, many consecutive months before that, the morning Free Press continues to mount substantial circulation gains.* Simmons gives us the largest readership of any newspaper in Michigan with 270,200 more adult readers daily than the News, 135,000 more on Sunday, plus more readers with greater buying power.** So while we're growing in numbers, we're also growing where the money is. If you've heard this story before, expect to hear it again. And again. And again.

Detroit Free Press

*ABC 6 mos. ending 3/31/83. (635,740 Daily; 780,647 Sunday) up 8,100 Daily, up 21,941 Sunday. Growth calculated by Detroit Free Press.

**W. R. Simmons 1982 National Study of Newspaper Markets, State of Michigan.

MICH. (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Cheboygan	21.6	.0093	32.7	9.9	14.5	16.7	30.0	8.0	110,684	27,779	15,726	2,556	1,307	12,864	2,743
Chippewa	27.2	.0117	30.6	15.0	15.5	15.7	27.5	9.6	130,955	38,563	12,290	16,411	2,284	12,356	5,052
Clare	25.6	.0109	34.8	9.8	13.0	16.0	33.8	9.6	103,442	39,139	6,761	2,307	3,941	14,004	3,872
Crawford	10.4	.0044	32.0	10.5	14.6	16.9	28.8	3.6	60,584	15,011	7,988	5,852	735	9,013	1,043
Delta	39.4	.0169	31.4	10.5	15.4	16.5	28.0	14.1	192,107	49,536	18,149	26,911	8,189	30,903	1,960
Dickinson	25.7	.0110	34.8	10.1	14.6	15.4	34.3	9.9	113,563	18,939	10,672	25,998	5,143	16,484	2,718
Emmet	24.1	.0104	31.2	11.8	17.0	16.7	26.9	8.8	158,858	34,559	17,594	13,894	8,448	18,101	5,076
Gladwin	21.5	.0092	34.2	10.0	13.1	16.1	32.8	7.8	63,488	21,622	5,609	3,309	1,838	10,625	2,293
Gogebic	19.2	.0082	40.2	9.4	12.1	14.4	40.9	7.6	70,029	14,062	6,299	10,813	2,157	9,636	1,706
Grand Traverse	59.0	.0253	29.9	12.8	19.1	16.9	23.4	21.4	336,918	55,041	45,447	39,281	17,097	50,832	10,696
Gratiot	39.9	.0171	29.7	13.2	15.0	16.5	25.6	13.5	152,141	34,025	13,928	14,474	4,335	22,203	7,221
Hillsdale	42.9	.0184	30.8	12.6	14.9	16.7	27.0	14.7	137,509	44,066	10,398	13,470	3,156	23,266	6,880
Houghton	38.2	.0164	29.1	23.2	12.3	12.4	30.3	13.1	135,603	44,009	15,614	5,705	3,582	14,553	4,268
Huron	36.8	.0157	32.8	10.4	13.7	14.8	32.2	13.3	125,473	39,842	11,896	3,315	4,360	21,262	8,081
Ionia	53.3	.0229	27.6	15.4	16.3	16.0	22.0	16.8	218,217	73,033	12,788	44,906	2,867	22,920	4,924
Iosco	28.9	.0124	30.7	14.4	14.7	15.2	28.4	10.9	102,589	32,373	9,562	3,663	3,210	14,169	5,394
Iron	13.6	.0058	43.2	7.9	12.0	14.2	43.6	5.5	60,331	20,349	4,270	3,061	985	5,564	1,179
Isabella	55.8	.0239	23.9	31.1	15.2	12.8	17.1	17.3	225,052	51,154	30,498	24,892	8,882	24,758	13,346
Kalkaska	12.5	.0053	30.2	10.2	16.2	16.0	26.3	4.5	51,901	16,762	4,997	305	268	15,173	1,260
Keweenaw	1.9	.0008	46.3	7.3	12.7	13.7	47.1	.7	5,308	2,285	1,040				
Lake	8.3	.0036	41.4	7.4	11.1	14.4	41.8	3.3	18,737	5,627	4,040	1,071	260	181	1,108
Leelanau	14.9	.0064	32.9	9.4	17.3	17.5	28.9	5.5	36,837	7,111	5,354	1,288	561	1,136	381
Lenawee	90.9	.0389	30.1	11.8	16.4	17.1	24.9	31.2	417,681	96,907	36,229	39,225	14,172	69,301	18,985
Luce	6.7	.0028	33.5	9.7	14.8	17.3	30.5	2.2	30,976	12,897	1,847	904	560	7,652	832
Mackinac	10.1	.0044	33.6	9.6	14.0	16.1	32.0	3.7	45,646	13,280	6,722	1,162	667	1,672	1,055
Manistee	23.5	.0101	34.1	10.5	14.5	16.1	32.5	9.2	78,524	17,428	6,285	8,729	1,662	14,114	4,073
Marquette	76.1	.0326	27.2	18.9	19.2	14.9	20.2	25.8	315,297	80,390	35,417	39,269	12,710	36,252	7,670
Mason	27.3	.0117	33.5	10.8	15.0	16.3	31.5	10.2	105,898	29,231	14,030	13,818	2,763	12,990	5,615
Mecosta	38.5	.0165	24.2	30.8	13.0	12.6	21.1	11.8	134,450	25,591	18,451	17,874	6,126	20,012	4,908
Menominee	26.3	.0113	31.9	10.9	15.0	15.5	29.9	9.5	97,014	25,082	11,874	22,373	1,678	15,283	935
Missaukee	10.8	.0047	30.8	10.7	14.8	16.1	27.7	3.7	27,790	8,108	2,205	667	416	3,758	350
Montcalm	49.3	.0211	31.0	11.0	14.8	16.7	27.3	17.4	209,813	42,190	16,476	49,034	5,474	32,058	6,288
Montmorency	8.0	.0035	37.4	9.2	12.1	14.3	38.1	3.1	31,144	6,724	4,304	522	289	3,614	1,564
Newaygo	36.6	.0157	32.1	9.9	14.3	16.9	29.0	13.3	94,244	35,258	9,574	4,823	2,377	12,942	2,246
Oceana	22.9	.0098	31.1	10.3	14.6	17.0	27.3	7.9	60,853	25,317	5,200	1,717	1,167	7,861	2,150
Ogemaw	17.7	.0076	34.5	9.9	13.2	16.0	33.4	6.5	80,224	28,329	3,888	3,269	2,363	9,084	3,747
Ontonagon	9.6	.0041	35.6	7.5	13.2	18.2	32.6	3.5	39,684	9,052	4,128	1,795	503	9,239	1,105
Osceola	19.9	.0086	31.6	10.2	14.7	16.5	28.4	7.1	51,534	19,259	4,074	1,149	526	3,227	2,294
Oscoda	7.4	.0031	37.5	8.9	11.6	16.2	36.8	2.8	20,476	8,074	3,888	156	500	554	1,340
Otsego	16.2	.0070	30.3	10.4	16.0	17.6	25.0	5.6	96,998	25,976	13,481	947	1,942	8,713	2,826
Presque Isle	14.5	.0062	33.8	9.7	13.5	15.9	32.6	5.2	42,841	15,170	3,555	2,675	2,229	5,816	1,742
Roscommon	18.1	.0077	41.3	8.8	11.7	14.3	42.1	7.5	78,485	28,136	10,005	1,375	1,197	5,564	3,621
St. Joseph	57.9	.0248	30.9	11.3	16.3	16.7	26.5	20.8	226,958	64,232	18,067	21,813	4,496	39,361	9,311
Sanilac	41.7	.0179	31.8	10.7	14.2	15.7	29.8	14.9	128,872	38,987	8,962	2,573	4,020	23,024	6,536
Schoolcraft	8.7	.0037	33.7	9.6	14.1	15.2	33.0	3.1	35,548	13,852	3,893	748	830	3,874	1,299
Shiawassee	72.5	.0311	28.8	11.5	16.8	18.1	21.6	24.3	262,549	75,738	21,332	27,564	7,794	48,267	12,705
Tuscola	58.7	.0252	29.3	11.3	16.4	17.7	22.9	19.3	160,253	39,272	14,180	4,314	3,138	33,049	6,075
Van Buren	69.1	.0296	30.8	10.5	16.1	16.9	26.4	24.7	213,313	76,426	18,587	6,815	5,101	48,846	8,046
Wexford	26.4	.0114	31.8	10.7	15.1	16.4	28.8	9.7	166,967	41,905	11,651	12,139	7,266	32,006	8,050
TOTAL METRO COUNTIES	**7,425.2**	**3.1826**	**29.8**	**13.4**	**17.4**	**17.2**	**23.8**	**2,640.1**	**37,550,625**	**8,043,889**	**3,718,973**	**6,412,403**	**1,603,062**	**5,894,597**	**1,569,308**
TOTAL STATE	**9,261.2**	**3.9697**	**30.0**	**13.2**	**17.0**	**17.0**	**24.5**	**3,288.2**	**44,462,983**	**9,948,459**	**4,404,122**	**7,013,174**	**1,806,778**	**6,937,631**	**1,830,271**

MICH.

ESTIMATES

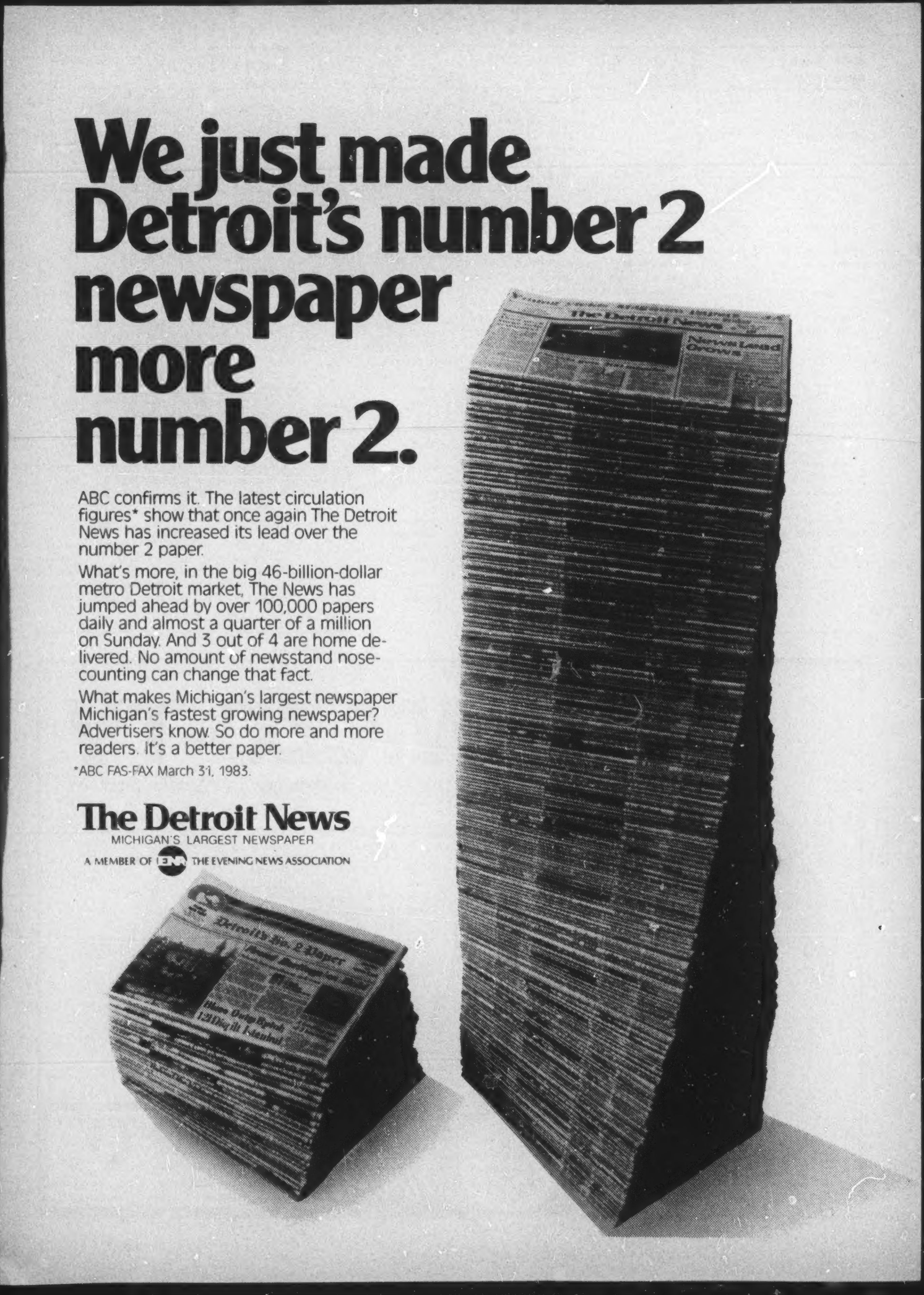
EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**2,909,366**	**26,229**	**21.4**	**32.0**	**20.5**	**11.4**	**.1282**
Washtenaw	2,909,366	26,229	21.4	32.0	20.5	11.4	.1282
• Ann Arbor	1,183,211	23,391	25.1	29.4	16.6	12.0	.0569
SUBURBAN TOTAL	1,726,155	28,095	18.8	33.8	23.2	11.0	.0713
BATTLE CREEK	**1,293,602**	**22,777**	**23.9**	**33.5**	**17.5**	**5.6**	**.0578**
Calhoun	1,293,602	22,777	23.9	33.5	17.5	5.6	.0578
• Battle Creek	290,303	17,493	27.3	28.4	11.8	3.4	.0152
SUBURBAN TOTAL	1,003,299	24,796	22.7	35.4	19.6	6.4	.0426
BENTON HARBOR	**1,510,800**	**21,743**	**25.5**	**32.6**	**15.7**	**5.9**	**.0705**
Berrien	1,510,800	21,743	25.5	32.6	15.7	5.9	.0705
• Benton Harbor	72,717	12,704	31.6	21.1	6.8	.8	.0058
SUBURBAN TOTAL	1,438,083	22,554	25.0	33.6	16.4	6.3	.0647
DETROIT	**44,397,803**	**26,280**	**19.4**	**32.5**	**20.8**	**10.3**	**2.0232**
Lapeer	618,868	25,548	20.9	38.2	20.0	6.0	.0277
Livingston	1,047,563	29,172	17.4	36.8	25.2	9.8	.0442
Macomb	7,070,540	28,325	18.1	37.3	24.1	8.8	.3346
Roseville	469,625	24,912	21.3	41.8	17.0	5.4	.0237

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
St. Clair Shores	783,280	28,413	18.6	36.6	22.8	9.8	.0323
Sterling Heights	1,205,851	31,986	13.5	38.5	31.7	9.4	.0659
Warren	1,570,487	27,932	18.5	36.4	24.1	9.0	.0703
Monroe	1,336,708	28,617	18.6	34.7	24.0	10.0	.0562
Oakland	12,336,591	30,049	17.0	32.3	23.5	16.0	.5516
Farmington Hills	823,427	35,751	12.7	28.3	27.8	23.7	.0312
• Pontiac	567,393	19,791	23.8	31.9	13.1	4.5	.0280
Royal Oak	785,784	26,970	21.3	35.9	22.0	8.8	.0352
Southfield	1,084,997	31,204	17.4	30.0	22.6	20.0	.0669
Troy	900,237	36,027	10.8	29.5	32.2	20.3	.0494
St. Clair	1,258,106	23,722	22.4	34.5	17.7	6.7	.0583
• Port Huron	287,296	19,146	25.4	30.8	12.2	4.9	.0171
Wayne	20,729,427	23,548	20.8	30.5	18.5	8.4	.9506
• Dearborn	1,023,117	27,762	20.4	29.0	22.3	13.6	.0672
Dearborn Heights	731,590	31,089	16.0	33.9	26.0	14.5	.0299
• Detroit	8,781,949	18,016	24.6	28.0	12.9	4.6	.3874
Lincoln Park	439,775	26,562	21.0	37.4	21.4	7.2	.0208



We just made Detroit's number 2 newspaper more number 2.

ABC confirms it. The latest circulation figures* show that once again The Detroit News has increased its lead over the number 2 paper.

What's more, in the big 46-billion-dollar metro Detroit market, The News has jumped ahead by over 100,000 papers daily and almost a quarter of a million on Sunday. And 3 out of 4 are home delivered. No amount of newsstand nose-counting can change that fact.

What makes Michigan's largest newspaper Michigan's fastest growing newspaper? Advertisers know. So do more and more readers. It's a better paper.

*ABC FAS-FAX March 31, 1983.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER
A MEMBER OF ENA THE EVENING NEWS ASSOCIATION

MICH. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Livonia	1,206,330	36,224	10.4	30.1	33.1	20.0	.0622
Taylor	717,756	27,900	17.6	37.6	24.0	7.2	.0419
Westland	853,756	28,514	16.6	39.3	24.1	8.2	.0421
SUBURBAN TOTAL	33,738,048	29,331	17.2	34.4	24.1	12.5	1.5235
DETROIT - ANN ARBOR CONSOLIDATED AREA	***47,307,169***	***26,277***	***19.5***	***32.5***	***20.8***	***10.3***	***2.1514***
FLINT	**4,290,822**	**25,870**	**19.6**	**33.7**	**21.4**	**8.1**	**.2052**
Genesee	4,290,822	25,870	19.6	33.7	21.4	8.1	.2052
• Flint	1,327,030	21,351	22.7	31.9	15.7	5.5	.0618
SUBURBAN TOTAL	2,963,792	28,362	17.8	34.6	24.7	9.6	.1434
GRAND RAPIDS	**5,806,591**	**24,522**	**22.9**	**36.6**	**17.4**	**7.5**	**.2686**
Kent	4,262,130	23,732	23.8	35.7	16.3	7.3	.2031
• Grand Rapids	1,542,794	19,955	27.4	32.5	12.2	5.2	.0777
Wyoming	577,902	23,565	24.9	40.4	15.6	4.8	.0278
Ottawa	1,544,461	26,659	20.3	39.4	20.5	8.0	.0655
• Holland	263,367	22,949	27.1	34.7	14.8	7.7	.0134
SUBURBAN TOTAL	4,000,430	26,580	20.5	38.7	20.0	8.6	.1775
JACKSON	**1,368,931**	**24,216**	**22.9**	**35.2**	**18.4**	**6.7**	**.0617**
Jackson	1,368,931	24,216	22.9	35.2	18.4	6.7	.0617
• Jackson	323,979	19,257	26.3	31.5	12.3	4.4	.0163
SUBURBAN TOTAL	1,044,952	26,239	21.4	36.8	20.9	7.6	.0454
KALAMAZOO	**2,204,938**	**25,170**	**22.5**	**33.2**	**19.1**	**9.4**	**.1018**
Kalamazoo	2,204,938	25,170	22.5	33.2	19.1	9.4	.1018
• Kalamazoo	725,898	20,010	26.9	29.9	13.3	6.8	.0373
SUBURBAN TOTAL	1,479,040	28,067	20.0	35.0	22.5	11.0	.0645
LANSING - EAST LANSING	**4,106,371**	**25,082**	**22.6**	**34.3**	**19.5**	**8.1**	**.1859**
Clinton	506,729	26,358	19.8	39.9	21.8	6.0	.0207
Eaton	896,336	26,184	21.1	37.7	21.3	6.8	.0418
Ingham	2,703,306	24,228	23.6	32.3	18.5	8.9	.1234
• East Lansing	428,476	20,344	28.2	22.3	15.5	12.9	.0197
• Lansing	1,254,042	22,914	24.6	34.1	17.0	5.9	.0616
SUBURBAN TOTAL	2,423,853	26,642	20.6	36.3	21.6	8.7	.1046
MUSKEGON	**1,311,832**	**21,472**	**26.2**	**34.1**	**15.1**	**4.6**	**.0600**
Muskegon	1,311,832	21,472	26.2	34.1	15.1	4.6	.0600
• Muskegon	298,897	16,390	30.8	28.6	9.1	2.0	.0151
SUBURBAN TOTAL	1,012,935	23,458	24.4	36.3	17.4	5.6	.0449
SAGINAW - BAY CITY - MIDLAND	**3,813,157**	**24,557**	**20.7**	**34.8**	**18.3**	**7.3**	**.1795**
Bay	1,050,964	23,620	21.3	35.1	17.3	5.7	.0504
• Bay City	335,150	19,398	23.8	32.0	12.8	3.8	.0190
Midland	810,215	29,264	17.6	32.3	22.4	14.0	.0329
• Midland	475,741	31,761	16.2	28.7	23.5	19.4	.0212
Saginaw	1,951,978	23,700	21.5	35.4	17.5	5.9	.0962
• Saginaw	546,706	17,846	24.7	30.4	11.5	3.0	.0255
SUBURBAN TOTAL	2,455,560	26,324	19.7	37.6	20.5	7.3	.1138
OTHER COUNTIES							
Alcona	72,152	15,060	35.4	25.3	7.3	2.3	.0035
Alger	62,685	17,839	29.1	34.6	7.5	1.4	.0030
Allegan	714,749	22,758	25.9	36.9	15.2	4.9	.0303
Alpena	250,107	19,442	27.0	34.0	11.8	2.8	.0127
Antrim	132,403	18,771	30.5	32.3	10.4	3.7	.0058
Arenac	108,648	16,587	32.6	29.2	8.7	2.5	.0054
Baraga	56,631	15,253	30.4	29.2	7.5	1.0	.0029
Barry	401,865	22,843	25.4	37.7	15.2	4.5	.0159
Benzie	90,898	18,759	31.5	32.7	10.5	3.2	.0044
Branch	333,557	20,429	29.4	35.1	12.6	3.5	.0148
Cass	407,839	20,686	28.2	35.7	12.9	3.5	.0167
Charlevoix	146,685	16,317	32.2	29.4	7.8	2.1	.0075
Cheboygan	150,489	16,610	33.2	30.1	7.8	1.8	.0083
Chippewa	185,037	16,097	31.4	29.2	7.9	2.0	.0101
Clare	179,687	15,093	34.7	25.3	8.6	2.5	.0093
Crawford	82,628	18,212	33.3	27.4	13.0	5.0	.0044
Delta	318,908	20,736	25.3	34.3	13.5	3.9	.0161
Dickinson	193,243	17,387	28.7	31.9	8.7	2.1	.0097

WKZO
ACTIVE
3

WKZO-TV

The #1 buy in Michigan's #1 growth market!

The most recent U. S. Census shows Kalamazoo-Grand Rapids has grown 11.3% since 1970—more than any other market in Michigan's top 100. Kalamazoo-Grand Rapids is now America's 37th TV market with these national rankings:

- 37th in total retail sales
- 21st in department store sales
- 34th in eating and drinking place sales
- 39th in fast-food sales

These busy customers have made TV Active 3 their information station. WKZO-TV is the #1 adult station, dominating the competition from 9 a.m. to Midnight, Sunday through Saturday in all these categories.

- Metro and ADI Share
- TV Households
- Total Persons
- Persons 18+
- Women 18+
- Women 18–49
- Men 18+
- Men 18–49

To reach your prime target audience in Michigan's fastest growing market, do what they do. Turn to WKZO-TV.

Arbitron ADI, July 1982
S&MM © 1982 Survey of Buying Power

Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon.

AM – TV – FM

A Fetzer Station

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

MICH. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Emmet	202,473	20,044	27.6	31.9	12.8	5.4	.0112
Gladwin	147,957	15,858	31.2	28.4	9.3	1.9	.0071
Gogebic	136,316	15,084	35.8	26.4	6.3	1.7	.0067
Grand Traverse	501,408	20,719	28.6	34.5	12.9	4.7	.0258
Gratiot	331,109	21,902	25.6	33.6	15.1	5.9	.0151
Hillsdale	313,271	19,026	30.2	33.8	9.9	3.4	.0147
Houghton	243,992	15,002	33.7	26.4	6.9	1.6	.0126
Huron	266,725	17,494	31.8	31.1	8.7	2.9	.0127
Ionia	409,276	22,506	25.3	36.2	15.5	4.5	.0198
Iosco	202,815	15,168	37.3	26.9	6.9	1.5	.0100
Iron	93,645	14,168	31.3	27.2	5.7	1.2	.0050
Isabella	449,884	21,336	28.3	31.5	15.2	6.9	.0213
Kalkaska	91,117	17,854	31.1	31.9	9.3	2.8	.0046
Keweenaw	10,350	12,133	34.9	20.1	4.0	.6	.0004
Lake	44,159	10,846	32.4	17.7	3.0	.7	.0022
Leelanau	117,093	18,865	31.7	33.3	9.8	3.5	.0050
Lenawee	787,146	23,333	24.9	37.3	16.8	5.1	.0373
Luce	42,618	16,779	34.5	30.0	7.8	1.8	.0024
Mackinac	66,056	15,887	35.2	30.6	5.2	1.2	.0035
Manistee	185,949	18,061	28.9	32.4	9.3	3.1	.0085
Marquette	613,565	21,520	27.0	36.4	13.2	3.8	.0292
Mason	194,053	17,049	32.5	31.5	7.4	1.6	.0097
Mecosta	242,586	16,180	33.8	27.6	9.0	2.0	.0126
Menominee	174,840	17,003	32.9	31.7	6.7	1.5	.0089
Missaukee	68,705	16,283	35.7	29.5	6.9	1.6	.0033
Montcalm	360,260	18,656	30.0	33.4	9.8	2.9	.0182
Montmorency	48,598	13,000	36.1	21.6	4.1	1.5	.0026
Newaygo	259,218	17,341	30.5	31.9	8.5	2.3	.0116
Oceana	162,332	18,138	30.7	32.2	8.9	3.3	.0075
Ogemaw	106,847	13,145	33.2	23.2	5.7	1.5	.0060
Ontonagon	69,785	17,598	29.7	32.7	9.3	2.1	.0035
Osceola	142,490	17,712	32.6	30.7	9.6	2.5	.0065
Oscoda	44,738	13,525	36.1	24.2	4.0	1.3	.0022
Otsego	123,937	19,522	33.6	33.8	10.7	3.9	.0069
Presque Isle	95,171	15,417	27.7	29.0	6.3	3.1	.0046
Roscommon	124,612	13,701	37.1	21.7	6.5	1.3	.0066
St. Joseph	478,632	20,765	30.1	34.7	13.4	4.1	.0222
Sanilac	306,629	18,064	32.4	31.6	9.3	3.2	.0141
Schoolcraft	63,669	17,809	31.2	31.1	9.8	3.1	.0033
Shiawassee	608,380	24,158	23.2	38.2	17.0	5.1	.0273
Tuscola	484,624	23,513	24.5	35.2	18.1	5.2	.0206
Van Buren	573,401	20,944	26.3	32.9	15.0	4.5	.0249
Wexford	187,984	16,558	34.7	28.3	8.0	2.9	.0112
TOTAL METRO COUNTIES	**73,014,213**	**25,547**	**20.5**	**33.3**	**19.9**	**9.3**	**3.3424**
TOTAL STATE	**87,080,839**	**24,156**	**22.3**	**33.1**	**18.3**	**8.1**	**4.0136**

MINNESOTA

MINN.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH	**268.2**	**.1150**	**31.5**	**13.6**	**16.4**	**15.2**	**29.0**	**101.3**	**1,155,997**	**269,178**	**123,729**	**159,129**	**43,581**	**136,107**	**33,753**
St. Louis	223.6	.0958	31.4	13.7	16.5	15.2	28.9	84.4	988,421	231,495	99,731	144,365	40,209	118,805	28,989
• Duluth	92.2	.0395	31.5	16.5	16.2	14.0	30.4	36.2	454,242	93,609	63,996	102,818	23,202	42,757	15,193
Douglas, Wisc.	*44.6*	*.0192*	*31.6*	*13.3*	*16.2*	*14.9*	*29.5*	*16.9*	*167,576*	*37,683*	*23,998*	*14,764*	*3,372*	*17,302*	*4,764*
• Superior	*29.5*	*.0126*	*31.6*	*15.2*	*16.3*	*13.6*	*30.8*	*11.7*	*130,837*	*28,925*	*15,351*	*13,981*	*3,073*	*17,096*	*4,764*
SUBURBAN TOTAL	146.5	.0629	31.4	11.5	16.5	16.3	27.8	53.4	570,918	146,644	44,382	42,330	17,306	76,254	13,796
FARGO - MOORHEAD	**143.8**	**.0617**	**27.7**	**20.1**	**18.5**	**14.8**	**21.8**	**53.3**	**886,483**	**155,876**	**102,800**	**119,495**	**40,120**	**148,473**	**28,549**
Clay	50.2	.0215	26.4	23.2	15.1	14.5	22.6	17.3	207,889	52,771	29,672	4,515	15,011	26,559	9,576
• Moorhead	30.0	.0129	24.6	31.2	14.4	12.6	21.2	10.3	162,626	44,701	25,737	4,003	12,907	21,136	6,129
Cass, N. D.	*93.6*	*.0402*	*28.3*	*18.5*	*20.4*	*15.0*	*21.3*	*36.0*	*678,594*	*103,105*	*73,128*	*114,980*	*25,109*	*121,914*	*18,973*
• Fargo	*64.9*	*.0278*	*28.0*	*21.9*	*20.3*	*14.0*	*21.8*	*26.0*	*598,827*	*84,760*	*66,031*	*101,792*	*23,795*	*114,982*	*17,845*
SUBURBAN TOTAL	48.9	.0210	29.3	10.9	18.5	17.2	22.2	17.0	125,030	26,415	11,032	13,700	3,418	12,355	4,575

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

MINN. (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MINNEAPOLIS - ST. PAUL	**2,193.6**	**.9404**	**29.9**	**13.5**	**19.3**	**17.8**	**22.3**	**818.1**	**12,315,187**	**2,466,904**	**1,291,640**	**1,967,134**	**481,410**	**1,868,804**	**361,037**
Anoka	209.1	.0897	27.0	12.4	19.8	20.4	13.7	67.7	812,680	152,175	83,934	209,759	23,267	87,918	16,357
Carver	39.8	.0170	28.4	13.2	17.5	18.1	20.4	13.3	120,081	29,174	8,247	1,119	3,601	28,465	2,643
Chisago	28.4	.0122	30.2	10.1	15.6	17.9	24.6	9.3	120,548	30,490	10,565	732	1,625	27,125	2,352
Dakota	211.9	.0909	28.0	11.9	19.5	20.1	16.3	73.1	1,252,128	329,489	121,840	194,787	43,740	159,070	50,142
Hennepin	939.8	.4028	31.1	14.1	20.3	17.1	25.0	379.8	6,396,123	1,148,124	679,064	1,084,002	293,940	890,877	172,497
• Bloomington	81.5	.0349	31.0	13.6	17.4	22.4	20.6	29.8	727,123	66,067	129,202	84,389	12,964	156,062	30,666
Brooklyn Park	44.1	.0189	26.0	16.1	25.0	17.9	9.7	16.2	161,037	52,452	12,886	7,141	8,772	30,961	2,802
Edina	46.4	.0199	39.9	8.9	12.1	21.1	36.0	18.8	592,787	102,901	33,250	150,044	49,418	49,840	6,696
• Minneapolis	362.4	.1553	31.3	16.9	22.7	12.9	28.6	164.9	1,575,896	275,063	209,932	233,716	96,834	129,090	64,695
St. Louis Park	42.2	.0181	33.8	13.2	20.3	16.1	31.3	18.1	296,146	34,280	28,371	17,573	18,149	73,882	16,766
Isanti	25.7	.0110	29.2	10.5	17.0	18.5	21.7	8.5	63,901	19,950	4,024	4,753	2,379	8,993	3,143
Ramsey	457.0	.1959	30.4	15.1	18.6	15.8	25.7	175.4	2,549,612	498,241	294,258	440,321	90,201	459,309	78,480
• St. Paul	265.3	.1137	31.1	15.6	18.9	13.3	29.3	108.0	1,362,484	339,633	201,245	196,069	46,938	183,401	43,931
Scott	47.7	.0204	27.7	11.6	17.9	19.1	17.8	15.2	158,805	31,713	16,705	1,873	1,241	34,402	4,911
Washington	123.1	.0528	28.2	10.9	19.1	21.1	16.0	39.8	459,137	127,346	41,737	18,362	10,137	80,588	18,403
Wright	65.0	.0279	28.1	10.9	16.9	17.1	21.3	20.7	238,047	58,790	19,555	4,929	8,388	63,246	4,954
St. Croix, Wisc.	*46.1*	*.0198*	*29.1*	*12.0*	*17.2*	*17.5*	*22.3*	*15.3*	*144,125*	*41,382*	*11,711*	*6,497*	*2,891*	*28,811*	*7,155*
SUBURBAN TOTAL	1,484.4	.6365	29.2	12.3	18.7	19.6	19.5	515.4	8,649,684	1,786,141	751,261	1,452,960	324,674	1,400,251	221,745
ROCHESTER	**94.7**	**.0406**	**29.4**	**13.8**	**18.7**	**18.6**	**20.9**	**34.9**	**600,831**	**112,521**	**57,426**	**87,897**	**22,586**	**97,418**	**23,994**
Olmsted	94.7	.0406	29.4	13.8	18.7	18.6	20.9	34.9	600,831	112,521	57,426	87,897	22,586	97,418	23,994
• Rochester	59.5	.0255	29.7	15.7	19.6	17.2	22.4	23.4	522,439	99,333	53,325	87,865	22,017	54,288	22,133
SUBURBAN TOTAL	35.2	.0151	28.7	10.8	16.6	21.1	18.5	11.5	78,392	13,188	4,101	32	569	43,130	1,861
ST. CLOUD	**172.9**	**.0742**	**26.2**	**17.6**	**16.1**	**14.8**	**20.9**	**54.2**	**868,825**	**114,435**	**66,669**	**93,106**	**22,463**	**101,540**	**17,955**
Benton	26.8	.0115	27.8	13.7	18.1	14.4	22.6	9.1	103,050	30,427	15,950	930	3,161	5,498	2,462
Sherburne	33.4	.0144	27.0	13.2	18.5	17.2	17.9	10.2	68,632	4,557	7,673	519	1,188	18,868	1,624
Stearns	112.7	.0483	25.4	19.8	15.0	14.2	21.4	34.9	697,143	79,451	43,046	91,657	18,114	77,174	13,869
• St. Cloud	44.0	.0189	25.1	28.8	15.9	11.8	22.6	15.0	551,046	36,320	33,538	89,625	11,849	36,113	11,870
SUBURBAN TOTAL	128.9	.0553	26.5	13.8	16.3	15.8	20.3	39.2	317,779	78,115	33,131	3,481	10,614	65,427	6,085
OTHER COUNTIES															
Aitkin	14.2	.0060	37.4	8.4	12.7	15.2	37.5	5.3	45,370	10,041	4,695	3,389	166	6,205	2,027
Becker	31.0	.0133	31.4	10.6	14.6	15.7	29.0	11.0	121,902	28,077	9,477	9,424	3,059	16,636	2,972
Beltrami	32.7	.0140	27.2	18.8	15.5	14.9	23.0	10.9	158,334	36,795	18,951	14,974	6,275	26,422	2,861
Big Stone	7.7	.0033	37.6	9.1	12.4	14.9	37.7	2.9	35,677	4,092	4,946	912	382	4,682	1,561
Blue Earth	52.8	.0226	27.6	22.0	16.4	13.5	24.4	18.7	324,589	73,043	40,939	33,156	13,535	61,252	12,084
Brown	28.8	.0123	31.8	13.2	13.9	14.9	30.7	10.3	120,736	37,206	11,273	5,418	2,405	16,663	4,049
Carlton	30.6	.0132	31.8	10.1	15.6	17.0	28.0	10.6	140,201	36,999	10,800	9,521	2,127	26,115	4,957
Cass	22.3	.0096	37.0	7.8	12.5	15.9	36.4	8.0	66,795	18,641	5,918	1,042	511	5,989	931
Chippewa	15.0	.0064	34.4	9.9	14.3	14.9	34.2	5.8	55,189	12,262	3,752	5,118	1,217	8,910	2,579
Clearwater	9.0	.0038	33.5	9.5	12.1	16.1	32.1	3.1	23,980	5,077	1,690	2,378	706	2,403	1,525
Cook	4.3	.0019	34.4	9.3	17.1	18.1	30.8	1.8	20,144	3,551	2,793	1,269	111	1,379	547
Cottonwood	14.9	.0064	34.7	9.2	13.7	15.2	34.5	5.5	63,599	15,881	4,535	4,159	2,216	13,242	1,446
Crow Wing	44.0	.0188	33.5	10.1	14.4	16.2	31.7	16.5	205,189	44,292	23,313	19,194	6,804	30,036	6,630
Dodge	15.6	.0067	30.4	10.4	16.1	16.6	26.0	5.3	46,108	13,473	3,361	348	517	8,617	994
Douglas	29.5	.0126	32.4	12.8	13.9	15.3	31.1	11.0	130,841	23,227	14,435	7,725	7,608	17,801	6,638
Faribault	19.5	.0084	35.6	10.0	13.3	15.2	35.3	7.6	71,288	15,327	7,140	873	1,975	15,227	2,636
Fillmore	21.9	.0093	35.2	9.2	13.3	15.5	34.7	8.0	73,111	22,070	4,837	907	3,503	16,826	2,077
Freeborn	35.9	.0154	33.6	10.6	14.6	16.5	31.4	13.7	175,038	35,444	13,752	17,815	5,810	43,244	6,566

Q. Can you name one good reason why Minneapolis is 11th* in average disposable income per household but 5th* in total retail sales per household?

A. Minneapolis STAR and Tribune

Where Minnesota Turns

For more information, contact our representative, Cresmer, Woodward, O'Mara & Ormsbee, Inc. or our Advertising Department, 425 Portland Ave., Minneapolis, MN 55488. 300-328-4674, ext. 3817.

*Among 15 largest US metropolitan areas. Source: © Sales & Marketing Management Survey of Buying Power, 1982.

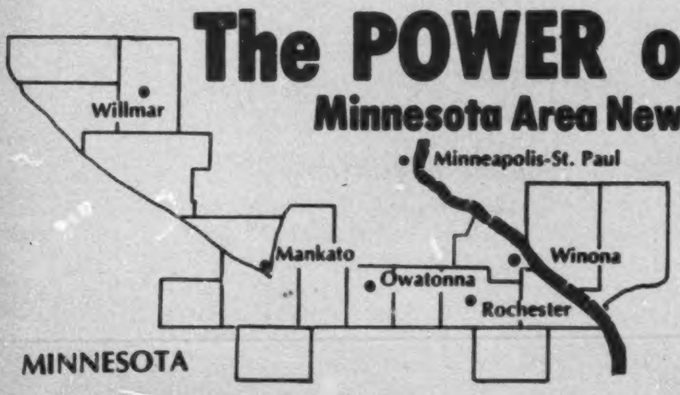
MINN. (cont.)

[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Goodhue	40.3	.0173	32.7	10.3	15.1	16.4	30.1	14.5	174,584	57,571	17,738	13,162	5,359	26,989	5,609
Grant	7.2	.0031	38.4	8.4	12.5	15.0	38.7	2.7	23,713	5,906	2,710	193	190	7,555	1,150
Houston	18.9	.0081	31.9	10.6	15.3	15.6	29.6	6.3	51,015	18,152	5,124	1,473	1,341	3,106	812
Hubbard	15.3	.0066	34.3	8.7	13.7	16.7	32.4	5.5	67,339	23,039	4,809	1,353	1,649	9,140	2,578
Itasca	45.5	.0195	31.2	10.4	16.0	16.3	27.6	16.4	204,242	52,767	16,559	14,614	2,637	27,397	5,557
Jackson	13.6	.0058	33.4	12.1	13.8	14.8	33.0	5.0	38,218	10,423	2,807	147	1,505	8,989	2,290
Kanabec	13.0	.0056	31.9	10.0	13.7	16.9	28.8	4.8	39,771	13,506	3,195	1,290	547	6,921	1,142
Kandiyohi	38.8	.0166	30.9	14.0	15.8	15.1	28.4	13.9	166,302	28,799	15,790	25,464	5,912	17,802	6,589
Kittson	6.7	.0029	35.9	8.9	14.2	15.3	35.7	2.5	23,010	6,357	1,937	692	906	3,526	1,518
Koochiching	17.7	.0076	31.1	10.8	15.7	16.8	27.1	6.3	82,187	16,792	8,116	5,201	2,730	9,531	4,898
Lac qui Parle	10.6	.0045	36.7	9.5	12.9	14.4	37.3	3.9	29,086	6,415	2,044	681	1,549	6,232	1,219
Lake	12.9	.0056	32.4	10.8	15.8	18.8	27.0	4.5	47,886	11,931	3,737	757	285	12,477	1,499
Lake of the Woods	3.8	.0016	35.9	9.0	12.8	17.5	33.6	1.4	13,384	1,940	1,516	383		563	404
Le Sueur	24.0	.0103	31.5	10.4	14.4	16.2	28.7	8.5	66,721	15,688	5,750	712	1,791	10,093	3,527
Lincoln	8.2	.0035	36.6	8.6	11.7	15.2	36.5	3.0	30,166	3,835	3,334	1,001	1,078	6,122	1,257
Lyon	25.7	.0110	29.5	15.8	14.7	14.5	27.5	9.0	115,419	19,392	10,532	11,748	3,983	13,139	5,565
McLeod	30.5	.0131	31.6	10.8	15.8	16.3	28.4	11.0	132,681	33,794	8,340	8,636	4,725	26,015	5,732
Mahnomen	5.4	.0023	31.5	9.0	11.5	14.8	31.2	1.8	17,897	4,361	1,086	1,265	338	2,681	625
Marshall	13.0	.0056	32.5	9.1	14.0	15.4	31.1	4.5	43,501	8,642	3,674	974	307	7,353	687
Martin	25.0	.0107	33.8	10.8	14.8	15.3	33.0	9.8	119,202	41,889	10,682	9,953	6,123	17,010	4,057
Meeker	21.4	.0092	32.8	9.8	14.4	15.1	31.7	7.7	63,098	13,591	6,899	4,399	1,857	7,838	1,904
Mille Lacs	19.4	.0083	32.6	10.0	13.7	15.8	31.0	7.0	81,564	19,578	3,856	2,185	1,629	15,487	1,778
Morrison	30.2	.0129	30.1	10.2	13.5	14.9	28.5	10.1	88,700	16,716	11,132	5,359	1,352	10,376	4,932
Mower	39.3	.0169	34.8	10.5	13.4	15.3	34.6	15.2	165,873	41,393	15,505	15,593	10,755	25,670	9,306
Murray	11.5	.0049	33.4	9.3	13.6	14.6	33.2	4.1	36,323	12,473	3,543	1,076	1,991	4,603	1,622
Nicollet	27.9	.0120	27.7	18.5	16.7	15.6	22.2	9.3	72,986	20,254	12,893	1,060	1,931	12,946	4,472
Nobles	21.6	.0092	32.9	11.5	13.8	15.7	31.4	8.0	95,974	16,985	8,949	8,393	4,148	18,224	3,199
Norman	9.1	.0039	37.3	8.2	12.3	14.8	37.5	3.4	24,663	6,032	2,014	146	312	5,898	1,116
Otter Tail	54.0	.0232	35.3	10.0	13.5	15.8	34.5	19.7	188,172	38,015	17,957	7,422	7,844	32,868	5,941
Pennington	15.8	.0067	30.4	13.6	15.7	15.4	27.4	5.9	95,513	18,246	6,955	9,152	4,151	12,753	3,249
Pine	21.0	.0090	32.6	10.1	14.1	16.2	30.3	7.4	72,746	17,165	9,117	1,651	897	18,759	1,097
Pipestone	11.4	.0049	34.4	11.2	12.6	14.4	34.9	4.4	46,894	9,179	3,915	3,552	1,913	5,256	1,243
Polk	35.2	.0151	31.8	12.5	14.1	14.9	30.6	12.8	176,541	45,355	19,194	5,804	5,654	16,448	11,029
Pope	11.9	.0051	36.3	9.2	12.9	14.7	36.6	4.5	24,792	7,028	3,678	940	110	2,638	1,246
Red Lake	5.5	.0023	31.0	10.8	12.7	15.2	29.7	1.9	16,711	3,595	2,258	260	988	2,314	274
Redwood	19.1	.0082	34.1	9.8	13.3	15.0	33.7	6.9	63,425	14,923	3,972	1,745	2,983	9,545	2,988
Renville	20.2	.0087	34.0	10.2	13.4	14.6	34.1	7.5	49,240	12,082	5,355	966	1,204	11,867	2,419
Rice	47.7	.0204	27.7	19.0	14.8	15.8	23.3	15.4	168,645	41,500	23,624	5,941	6,238	22,690	3,055
Rock	10.7	.0046	33.2	10.2	13.8	14.7	32.8	3.9	28,497	6,269	4,173	1,065	717	7,286	691
Roseau	12.9	.0056	31.7	10.6	14.1	15.5	29.9	4.6	45,558	13,162	3,440	3,568	1,663	6,949	1,815
Sibley	15.4	.0066	33.8	10.1	13.1	16.2	32.2	5.5	39,261	7,569	4,083	2,009	994	4,912	1,040
Steele	31.5	.0135	30.3	12.9	16.4	15.8	26.5	11.1	129,125	26,817	15,362	11,178	6,740	21,297	3,978
Stevens	11.4	.0049	29.2	18.5	13.4	13.6	28.7	3.9	45,142	11,892	4,338	2,672	1,561	4,548	2,804
Swift	12.9	.0055	34.1	9.8	12.8	14.1	34.7	4.7	49,509	13,360	3,137	3,123	568	4,787	2,601
Todd	26.1	112	32.0	9.8	13.3	15.3	30.7	9.1	77,762	21,453	5,492	2,676	573	12,822	2,375
Traverse	5.3	.0022	39.0	8.6	11.0	15.6	38.3	1.8	19,685	4,506	1,988	536	1,055	3,471	392
Wabasha	20.1	.0087	31.9	10.3	15.3	15.2	30.0	7.3	59,497	12,935	5,060	893	1,229	8,708	3,028
Wadena	14.7	.0063	32.9	10.2	12.4	15.6	31.8	5.1	68,008	13,714	3,346	5,445	2,561	10,665	2,037
Waseca	19.2	.0082	30.2	13.2	15.9	14.3	28.1	6.9	66,057	17,492	7,361	4,683	1,776	8,974	2,324
Watonwan	12.2	.0052	35.0	10.4	13.7	15.7	34.3	4.8	48,220	10,077	6,166	2,178	1,478	13,215	1,868
Wilkin	8.3	.0035	32.3	11.6	13.5	15.2	31.1	2.9	33,196	8,014	3,488	442	922	3,766	2,529
Winona	46.6	.0200	28.9	19.2	14.9	14.4	26.5	16.1	175,410	45,919	18,155	20,174	5,745	26,613	5,289
Yellow Medicine	13.5	.0058	34.7	12.1	12.3	14.8	34.9	4.9	42,560	11,196	3,621	1,492	1,175	5,346	1,954
TOTAL METRO COUNTIES	2,688.9	1.1527	29.7	14.0	18.9	17.4	22.7	993.6	14,137,028	2,936,744	1,533,427	2,290,520	578,788	2,184,315	434,396
TOTAL STATE	4,177.7	1.7907	30.4	13.3	17.3	16.7	25.4	1,528.8	20,639,790	4,331,926	2,099,540	2,665,619	765,384	3,108,144	649,986



The POWER of man
Minnesota Area Newspapers Rank No. 2 In Minnesota
Making man One Of The Top 100 Markets In The U.S.
MANKATO FREE PRESS/OWATONNA PEOPLE'S PRESS
WILLMAR WEST CENTRAL TRIBUNE
ROCHESTER POST BULLETIN/WINONA DAILY NEWS
Look For This Logo In SRDS.
BRANHAM NEWSPAPER SALES, Representative
man group Minnesota Area Newspapers

MINN.
[redacted] ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

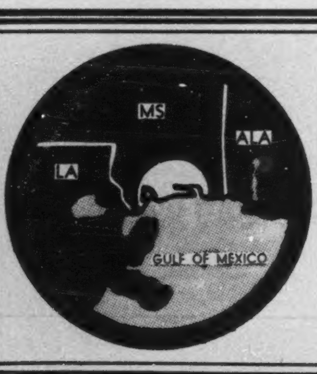
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
DULUTH	**2,442,395**	**22,452**	**23.4**	**35.2**	**15.8**	**4.5**	**.1126**
St. Louis	2,053,051	22,814	22.8	35.6	16.0	4.6	.0933
• Duluth	851,616	20,269	26.3	32.0	13.7	5.0	.0399
Douglas, Wisc.	*389,344*	*20,878*	*26.1*	*33.4*	*14.8*	*3.9*	*.0173*
• Superior	*269,000*	*20,142*	*26.6*	*30.9*	*15.2*	*4.2*	*.0123*
SUBURBAN TOTAL	1,321,779	24,568	20.6	38.3	17.4	4.2	.0584
FARGO - MOORHEAD	**1,387,493**	**22,911**	**24.8**	**34.2**	**16.2**	**6.9**	**.0684**
Clay	411,783	20,914	27.1	34.4	14.0	4.2	.0194
• Moorhead	251,127	20,709	27.5	33.4	14.3	4.2	.0128
Cass, N. D.	*975,710*	*24,033*	*23.7*	*34.2*	*17.2*	*8.2*	*.0490*
• Fargo	*699,406*	*23,328*	*24.6*	*32.9*	*16.7*	*8.0*	*.0380*
SUBURBAN TOTAL	436,960	23,740	23.7	36.6	16.6	6.7	.0176
MINNEAPOLIS - ST. PAUL	**23,962,742**	**27,055**	**20.6**	**33.9**	**21.5**	**10.3**	**1.0759**
Anoka	2,049,325	29,854	15.5	42.1	26.8	7.3	.0872
Carver	392,593	27,113	19.5	35.0	22.5	10.0	.0158
Chisago	224,200	23,241	23.2	39.9	14.7	3.5	.0109
Dakota	2,345,103	30,834	17.0	35.1	26.7	12.6	.1064
Hennepin	11,244,591	26,557	21.3	31.4	20.7	11.8	.5140
• Bloomington	1,056,316	33,617	13.7	33.3	28.7	18.2	.0512
Brooklyn Park	474,344	29,299	17.5	39.8	26.5	6.8	.0191
Edina	818,547	38,190	14.2	24.4	21.9	32.9	.0390
• Minneapolis	3,821,700	19,472	27.6	29.7	13.5	5.5	.1621
St. Louis Park	560,125	28,053	21.9	33.4	22.5	12.0	.0246
Isanti	199,693	22,117	25.6	38.7	13.5	4.0	.0085
Ramsey	4,834,706	24,824	23.1	33.3	19.2	8.6	.2201
• St. Paul	2,639,342	21,234	26.4	32.2	14.7	6.1	.1207
Scott	426,266	26,843	20.8	39.1	20.8	7.2	.0183
Washington	1,361,346	33,094	13.3	33.9	30.3	14.5	.0543
Wright	492,039	22,355	25.6	40.0	13.2	3.9	.0234
St. Croix, Wisc.	*392,880*	*24,280*	*22.3*	*38.2*	*16.9*	*5.9*	*.0170*
SUBURBAN TOTAL	16,445,384	30,006	17.5	35.6	25.1	12.3	.7419
ROCHESTER	**982,111**	**26,108**	**22.4**	**35.4**	**20.2**	**8.7**	**.0472**
Olmsted	982,111	26,108	22.4	35.4	20.2	8.7	.0472
• Rochester	649,138	25,623	23.2	34.3	20.0	8.4	.0343
SUBURBAN TOTAL	332,973	26,958	20.6	37.5	20.7	9.5	.0129
ST. CLOUD	**1,293,693**	**21,277**	**27.2**	**36.4**	**12.9**	**4.4**	**.0683**
Benton	205,122	20,807	27.1	36.2	12.6	3.4	.0099
Sherburne	253,562	23,594	23.4	42.3	14.9	3.9	.0105
Stearns	835,009	20,661	28.4	34.7	12.4	4.8	.0479
• St. Cloud	356,372	19,861	28.3	33.2	12.4	4.0	.0270
SUBURBAN TOTAL	937,321	21,798	26.8	37.6	13.1	4.6	.0413
OTHER COUNTIES							
Aitkin	73,577	11,920	36.1	19.6	2.4	.4	.0042
Becker	196,268	15,203	34.7	26.8	5.9	2.3	.0105
Beltrami	214,544	16,175	31.0	27.4	8.9	2.9	.0121
Big Stone	58,671	17,618	30.9	30.6	8.2	4.2	.0029
Blue Earth	425,556	19,425	30.4	33.9	10.3	4.3	.0233
Brown	208,497	18,118	31.7	33.4	7.6	2.9	.0105
Carlton	240,941	21,505	24.7	37.4	14.0	3.0	.0120
Cass	134,635	14,230	35.3	24.5	5.4	1.6	.0068
Chippewa	111,559	16,747	32.6	29.3	8.2	2.5	.0053
Clearwater	46,901	12,396	32.0	22.7	4.0	1.0	.0026
Cook	34,921	17,019	30.5	29.5	9.6	2.3	.0016
Cottonwood	107,965	16,907	33.2	28.9	7.5	3.7	.0056
Crow Wing	319,325	16,733	30.6	30.2	7.9	2.8	.0167
Dodge	108,853	19,254	30.1	36.5	8.4	2.7	.0050
Douglas	209,423	16,497	31.8	29.9	7.4	2.4	.0109
Faribault	140,420	16,113	34.2	29.6	6.3	2.2	.0069
Fillmore	132,985	14,411	33.9	26.3	4.3	1.8	.0069
Freeborn	288,987	19,457	28.3	36.0	9.8	2.7	.0145
Goodhue	321,129	20,321	27.5	36.3	11.2	3.4	.0157
Grant	51,940	16,279	33.2	27.7	7.0	4.1	.0024
Houston	127,869	18,408	31.4	33.1	9.0	2.7	.0059
Hubbard	101,374	15,261	34.2	26.7	6.6	2.2	.0056
Itasca	343,388	19,870	26.9	37.0	10.5	2.1	.0174
Jackson	98,001	17,459	31.5	31.4	7.9	3.1	.0044
Kanabec	86,315	15,869	34.1	28.7	6.0	1.9	.0042
Kandiyohi	299,052	18,582	31.6	32.2	9.4	4.1	.0147
Kittson	45,784	16,012	32.3	29.3	6.8	2.2	.0024
Koochiching	119,269	18,055	27.8	35.7	7.7	1.1	.0064
Lac qui Parle	66,751	14,725	34.2	26.3	5.6	1.4	.0033
Lake	116,112	24,213	23.5	42.6	13.4	6.0	.0050
Lake of the Woods	22,711	14,500	36.9	27.2	3.0	1.1	.0014
Le Sueur	174,364	18,691	29.4	34.2	8.8	3.1	.0078
Lincoln	43,707	11,824	35.4	18.0	3.2	1.6	.0025
Lyon	186,513	18,149	30.5	32.6	8.9	3.0	.0097
McLeod	244,164	20,804	27.4	37.5	11.6	3.2	.0118
Mahnomen	28,863	13,493	35.5	22.1	5.8	1.4	.0017
Marshall	79,415	15,556	33.6	27.1	7.4	1.6	.0040
Martin	224,355	20,061	30.0	33.1	11.7	5.3	.0107
Meeker	148,960	16,819	31.5	30.1	7.7	2.9	.0069
Mille Lacs	128,623	15,955	32.0	29.9	6.4	2.0	.0069
Morrison	169,326	14,466	33.3	25.5	4.8	2.2	.0089
Mower	350,063	20,629	26.1	32.1	14.3	5.2	.0159
Murray	68,712	14,820	37.5	24.4	4.8	2.1	.0036
Nicollet	228,594	21,794	26.7	36.5	13.5	4.8	.0097
Nobles	149,786	16,268	33.5	29.3	6.6	2.8	.0079
Norman	68,529	17,228	30.5	29.4	8.4	4.3	.0029
Otter Tail	373,073	16,054	32.0	28.4	7.1	2.9	.0184
Pennington	103,774	15,493	35.8	26.4	6.6	1.6	.0063
Pine	125,272	14,665	32.9	27.2	5.4	1.1	.0066
Pipestone	65,413	12,444	35.3	18.8	4.3	1.4	.0038
Polk	256,559	17,494	29.2	30.9	8.7	3.5	.0138
Pope	75,987	14,259	33.5	25.1	5.1	2.4	.0034
Red Lake	30,754	13,908	31.8	24.9	5.4	1.3	.0016
Redwood	130,931	16,163	32.9	28.7	6.6	3.1	.0064
Renville	143,663	17,431	32.7	32.3	6.7	2.5	.0065
Rice	361,029	20,584	28.1	35.8	12.5	3.4	.0169
Rock	71,831	16,100	34.0	30.3	5.4	2.6	.0034
Roseau	74,755	14,756	35.0	27.0	4.7	.7	.0041
Sibley	98,241	15,989	35.0	28.9	5.1	1.9	.0047
Steele	256,380	21,297	27.3	38.4	12.1	3.6	.0122
Stevens	73,316	15,610	32.9	27.5	5.7	3.5	.0039
Swift	84,030	15,304	33.0	26.1	5.9	3.3	.0044
Todd	146,454	13,756	34.1	23.1	5.0	1.7	.0077
Traverse	36,075	16,776	33.2	28.2	7.9	4.2	.0018
Wabasha	153,816	18,919	28.8	33.4	9.9	3.6	.0069
Wadena	94,877	15,457	31.5	25.3	9.3	2.2	.0052
Waseca	145,797	19,181	29.8	34.3	10.0	3.2	.0069
Watonwan	88,504	16,816	33.3	30.4	6.5	2.1	.0046
Wilkin	60,228	18,747	31.3	34.0	8.9	3.2	.0030
Winona	372,744	19,941	28.4	33.5	12.1	4.2	.0173
Yellow Medicine	103,317	18,236	30.0	30.1	10.2	4.4	.0047
TOTAL METRO COUNTIES	**28,310,500**	**26,219**	**21.3**	**34.1**	**20.5**	**9.4**	**1.2871**
TOTAL STATE	**38,985,017**	**22,699**	**24.7**	**33.0**	**16.3**	**7.2**	**1.8196**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

MISSISSIPPI

MISS. [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**189.3**	**.0811**	**28.3**	**15.2**	**16.3**	**16.5**	**22.6**	**64.7**	**794,295**	**222,851**	**86,579**	**144,968**	**26,966**	**101,738**	**26,138**
Hancock	26.7	.0114	31.3	10.3	14.1	16.7	28.0	9.0	76,573	34,177	3,462	5,885	460	11,732	2,621
Harrison	162.6	.0697	27.9	16.0	16.7	16.5	21.7	55.7	717,722	188,674	83,117	139,083	26,506	90,006	23,517
• Biloxi	50.1	.0215	25.7	23.1	17.0	13.7	20.5	16.9	237,520	40,011	24,413	85,774	9,346	17,138	10,170
• Gulfport	39.8	.0171	31.9	13.1	16.0	16.2	28.8	15.3	392,404	124,021	56,316	34,096	16,000	57,944	10,753
SUBURBAN TOTAL	99.4	.0425	28.3	12.1	16.2	18.1	21.2	32.5	164,371	58,819	5.850	25,098	1,620	26,656	5,215
JACKSON	**381.8**	**.1636**	**28.5**	**14.0**	**17.9**	**16.4**	**22.0**	**130.8**	**1,645,890**	**413,442**	**151,977**	**271,198**	**74,360**	**263,851**	**53,373**
Hinds	259.9	.1114	28.5	15.0	18.1	15.7	22.6	91.7	1,357,400	326,816	118,011	239,551	61,874	224,497	44,464
• Jackson	211.0	.0904	28.7	14.9	18.6	15.3	22.9	76.6	1,204,546	269,162	114,568	233,950	61,852	213,127	26,071
Madison	44.8	.0192	27.1	13.2	16.8	14.4	22.3	14.2	100,401	31,836	3,335	11,778	2,181	20,239	3,332
Rankin	77.1	.0330	29.4	10.9	18.4	20.0	19.7	24.9	188,089	54,790	30,631	19,869	10,305	19,115	5,577
SUBURBAN TOTAL	170.8	.0732	28.3	12.8	17.1	17.7	20.8	54.2	441,344	144,280	37,409	37,248	12,508	50,724	27,302
PASCAGOULA	**125.8**	**.0539**	**27.5**	**12.7**	**17.2**	**18.8**	**18.3**	**41.4**	**455,653**	**142,737**	**37,007**	**81,564**	**13,687**	**50,895**	**18,076**
Jackson	125.8	.0539	27.5	12.7	17.2	18.8	18.3	41.4	455,653	142,737	37,007	81,564	13,687	50,895	18,076
• Pascagoula	30.3	.0130	28.0	15.4	17.7	17.6	20.1	10.7	304,404	87,065	25,193	68,039	11,084	39,215	13,594
SUBURBAN TOTAL	95.5	.0409	27.3	11.8	17.1	19.3	17.6	30.7	151,249	55,672	11,814	13,525	2,603	11,680	4,482
OTHER COUNTIES															
Adams	37.9	.0162	30.1	12.1	14.9	16.1	26.6	13.0	231,597	62,904	17,640	36,002	9,380	44,599	6,889
Alcorn	34.5	.0148	31.9	10.5	15.8	18.3	26.9	12.7	123,801	24,272	9,936	14,795	6,038	19,955	3,186
Amite	13.2	.0057	31.0	10.7	12.5	14.6	30.4	4.4	20,929	8,177	764	1,508	693	3,648	1,012
Attala	19.7	.0084	33.5	9.9	12.4	15.4	32.8	6.8	59,377	19,680	1,751	7,157	2,963	8,458	1,923
Benton	8.3	.0036	29.8	11.9	12.4	14.7	28.8	2.5	7,553	5,092	269	271	156	465	170
Bolivar	44.4	.0190	25.0	13.8	13.6	12.3	24.2	13.5	123,741	43,856	7,595	11,646	4,029	17,694	6,074
Calhoun	15.8	.0068	32.2	11.1	14.0	15.7	30.3	5.6	45,579	14,521	1,296	2,800	1,249	9,250	2,161
Carroll	9.9	.0042	31.5	10.8	12.9	15.7	29.8	3.3	12,704	2,801	194	222	141	196	129
Chickasaw	18.0	.0077	30.0	11.2	14.6	15.9	26.8	5.9	56,827	23,140	1,557	3,356	4,816	11,144	1,555
Choctaw	9.1	.0039	31.0	10.6	13.6	15.7	28.9	3.0	14,662	7,630	268	1,027	682	867	627
Claiborne	12.8	.0055	24.9	21.0	13.1	12.3	24.4	3.8	29,699	13,556	2,699	693	479	4,203	224
Clarke	17.4	.0075	31.3	10.7	14.3	15.8	28.9	6.1	35,043	15,879	1,487	2,163	656	5,105	877
Clay	21.6	.0092	28.2	13.3	15.2	14.8	24.8	7.1	56,833	18,486	3,691	6,407	3,062	8,324	2,379
Coahoma	35.6	.0153	27.0	11.9	12.9	13.4	26.3	11.6	126,960	43,126	6,528	9,454	4,385	19,060	3,545
Copiah	26.8	.0115	29.3	13.8	13.3	14.4	28.0	8.7	75,204	23,752	3,181	5,450	3,393	13,689	3,095
Covington	16.4	.0070	30.3	11.1	13.2	16.3	27.6	5.5	36,996	12,646	920	5,028	580	9,226	1,591
☐ De Soto	59.3	.0254	28.3	10.4	16.6	20.9	18.1	18.7	124,243	57,446	6,324	15,581	2,842	18,755	3,606
Forrest	67.6	.0290	27.9	18.7	15.9	14.4	24.3	24.1	353,922	52,141	45,421	75,503	19,021	46,713	18,685
Hattiesburg	41.5	.0178	26.6	23.7	15.8	12.2	24.6	15.1	354,922	52,016	44,251	72,937	18,861	54,617	16,614
Franklin	8.2	.0035	32.6	10.9	13.1	15.3	31.6	2.9	15,139	2,264	156	412	318	2,733	4,144
George	16.0	.0069	28.8	10.7	14.8	17.4	23.5	5.1	37,903	18,511	1,017	4,180	900	4,862	1,684
Greene	10.1	.0043	28.9	11.2	14.2	16.4	25.0	3.1	11,866	5,731	162	727	75	1,619	402
Grenada	21.2	.0091	30.1	11.6	14.6	15.7	27.0	7.3	125,943	35,477	3,881	12,161	5,352	39,725	4,793
Holmes	22.8	.0098	26.9	12.8	11.3	12.0	28.9	7.1	55,856	22,354	1,338	3,496	513	6,644	2,351
Humphreys	13.8	.0059	25.8	11.9	11.6	13.1	26.2	4.4	31,071	6,681	970	2,503	688	5,300	2,103
Issaquena	2.5	.0011	26.0	13.0	13.3	15.3	22.8	.8	651	611	40				
Itawamba	21.5	.0092	32.7	11.4	14.6	17.8	29.0	7.5	50,171	21,399	1,635	1,461	1,346	10,113	1,619
Jasper	17.5	.0075	30.1	11.2	13.9	15.1	28.0	5.9	35,234	8,910	606	3,608	322	7,840	2,861
Jefferson	9.2	.0040	26.7	12.9	13.3	13.2	25.8	2.8	12,616	8,022	380	189	77	2,125	450
Jefferson Davis	14.0	.0060	29.1	10.6	13.8	14.4	27.4	4.4	31,561	13,817	318	1,409	212	5,755	635
Jones	63.3	.0271	31.5	12.2	15.4	16.7	27.9	22.5	289,002	83,470	22,873	38,025	15,790	33,640	10,094
Kemper	10.1	.0043	30.1	11.2	13.6	13.7	29.6	3.3	13,078	6,456	171	2,002		710	
Lafayette	31.1	.0134	26.7	23.6	15.6	15.0	22.1	11.0	86,542	29,882	8,204	10,798	2,398	7,683	3,502
Lamar	26.2	.0112	28.2	12.9	17.0	17.7	20.8	8.6	82,371	40,994	2,771	2,266	139	15,298	2,258
Lauderdale	79.5	.0341	30.4	13.0	15.9	15.7	27.0	28.2	413,804	107,679	28,603	76,577	13,414	57,876	14,126
Meridian	47.4	.0203	32.5	11.0	15.2	15.0	31.2	18.1	384,931	102,207	25,181	74,769	13,074	57,373	14,126
Lawrence	12.8	.0055	29.7	11.6	13.8	16.4	26.3	4.3	31,514	12,424	504	1,522	1,792	7,592	582
Leake	19.2	.0082	32.5	10.5	13.4	15.5	31.2	6.7	52,506	20,796	2,064	8,570	1,907	6,471	2,012
Lee	59.8	.0256	30.5	11.5	16.6	18.2	24.4	21.2	359,864	87,031	31,513	63,268	12,438	59,123	8,623



More and more smart marketers have discovered what's between **JACKSON, NEW ORLEANS** and **MOBILE:**

$1.3 BILLION Effective Buying Income

Over $750 MILLION Retail Sales

THE MARKET:
Biloxi-Gulfport
Mississippi

THE EXCLUSIVE MEDIUM:
The Sun/
The Daily Herald

REPRESENTED NATIONALLY BY BRANHAM NEWSPAPER SALES
or call BERNIE MARINOVICH · NATIONAL ADVERTISING MANAGER · 601/[illegible]-2395

MISS. (cont.)

ESTIMATES

POPULATION—12/31/82

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Leflore	40.8	.0175	26.8	14.5	13.5	13.3	25.7	13.2
Lincoln	31.0	.0133	30.7	10.9	15.0	15.5	28.0	10.6
Lowndes	59.1	.0253	27.3	15.5	16.9	16.1	20.8	19.8
Marion	26.4	.0113	30.2	11.3	14.2	15.3	27.9	8.9
Marshall	30.7	.0132	26.8	13.7	13.6	15.4	23.4	9.2
Monroe	36.7	.0157	30.7	10.9	14.7	16.5	27.1	12.5
Montgomery	13.4	.0058	33.5	10.3	12.2	15.2	33.0	4.6
Neshoba	24.5	.0105	31.2	10.3	14.6	15.5	29.0	8.6
Newton	20.1	.0086	33.0	11.8	13.2	15.6	31.9	7.0
Noxubee	12.9	.0055	27.6	12.2	12.6	13.4	27.2	4.0
Oktibbeha	37.7	.0162	23.9	29.1	14.9	13.1	17.7	11.9
Panola	28.4	.0122	29.1	11.3	13.2	14.4	27.8	9.2
Pearl River	35.3	.0151	29.8	11.6	14.8	18.1	24.1	11.7
Perry	10.0	.0043	28.8	11.4	14.4	17.2	23.8	3.3
Pike	37.1	.0159	30.5	11.2	14.2	15.2	28.4	12.8
Pontotoc	22.0	.0094	32.0	10.7	14.9	16.3	29.3	7.7
Prentiss	25.1	.0108	31.8	11.9	14.4	17.1	28.3	8.6
Quitman	11.5	.0049	27.8	10.9	12.4	13.0	28.1	3.8
Scott	25.2	.0108	29.9	11.2	14.6	16.2	26.3	8.6
Sharkey	7.7	.0033	25.6	11.9	13.7	13.0	24.2	2.3
Simpson	24.4	.0105	30.6	10.7	14.8	16.0	27.4	8.0
Smith	15.4	.0066	31.2	10.7	14.5	16.6	27.9	5.2
Stone	10.1	.0043	28.6	15.8	14.2	15.8	25.0	3.2
Sunflower	33.9	.0146	26.6	13.7	15.2	13.0	24.3	9.6
Tallahatchie	16.4	.0070	27.9	11.0	12.2	13.8	27.6	5.2
Tate	20.4	.0087	27.7	15.5	13.8	15.8	24.1	6.2
Tippah	19.4	.0084	32.1	11.3	13.8	16.4	29.6	6.7
Tishomingo	19.4	.0083	33.6	10.5	15.6	18.1	29.7	7.2
Tunica	8.9	.0038	24.6	11.3	12.1	11.2	26.0	2.7
Union	22.2	.0095	32.8	10.1	15.2	16.4	30.3	8.2
Walthall	14.0	.0060	30.2	10.6	13.0	15.4	28.3	4.6
Warren	53.3	.0228	29.2	11.7	16.4	16.2	24.3	18.2
Washington	72.3	.0310	27.0	11.6	14.9	14.2	24.0	23.4
Greenville	40.6	.0174	28.0	11.5	14.5	14.1	25.7	13.5
Wayne	19.9	.0086	28.1	12.5	15.0	16.2	23.5	6.4
Webster	10.3	.0044	35.0	10.6	12.4	16.3	33.7	3.6
Wilkinson	9.7	.0041	30.8	11.7	13.3	14.1	30.4	3.1
Winston	19.6	.0084	31.6	10.1	14.2	15.2	30.0	6.6
Yalobusha	13.3	.0057	32.4	11.1	13.5	14.1	32.4	4.9
Yazoo	27.3	.0117	29.6	11.3	13.1	14.3	28.6	9.1
TOTAL METRO COUNTIES	**756.2**	**.3240**	**28.3**	**13.8**	**17.3**	**17.2**	**21.2**	**255.6**
TOTAL STATE	**2,589.8**	**1.1100**	**29.0**	**13.1**	**15.3**	**15.9**	**24.9**	**870.7**

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Leflore	157,814	44,681	10,982	21,414	6,761	17,956	4,588
Lincoln	99,739	32,355	6,017	6,595	4,884	15,441	4,427
Lowndes	259,919	62,642	20,652	37,652	9,466	30,353	8,204
Marion	100,725	46,589	4,132	6,982	3,104	13,278	2,502
Marshall	62,781	32,228	2,510	1,028	569	8,480	1,367
Monroe	124,112	38,452	5,616	15,502	3,583	22,100	5,668
Montgomery	36,492	10,419	2,093	3,533	2,326	6,018	2,002
Neshoba	71,995	26,704	1,206	8,454	2,564	12,736	2,762
Newton	46,583	19,083	1,805	1,896	951	2,708	1,302
Noxubee	30,922	12,714	328	5,300	921	1,864	1,578
Oktibbeha	114,528	34,139	8,461	14,418	3,926	8,650	3,008
Panola	80,906	34,930	2,366	4,345	1,108	12,411	3,304
Pearl River	102,551	42,893	7,760	13,368	5,825	12,847	3,882
Perry	17,929	8,769	528	2,894	77	2,012	977
Pike	172,060	44,426	12,383	12,535	4,588	39,199	9,182
Pontotoc	51,383	14,484	1,299	9,109	920	9,053	1,992
Prentiss	86,841	36,381	2,789	10,583	3,220	15,975	2,154
Quitman	23,396	10,579	682	1,523	969	1,874	1,501
Scott	77,859	33,623	1,812	9,288	2,949	13,928	2,647
Sharkey	17,257	8,880	602	1,169	666	1,770	1,168
Simpson	72,797	25,593	2,893	6,099	1,404	13,547	3,634
Smith	29,096	15,227	294	1,171	459	5,056	1,315
Stone	31,880	8,576	1,392	2,332	461	6,017	1,277
Sunflower	84,838	48,961	1,328	3,759	1,621	7,923	2,804
Tallahatchie	25,623	13,562	297	727	231	4,462	954
Tate	72,294	33,382	4,056	7,587	402	7,402	2,237
Tippah	57,266	15,806	1,373	5,623	2,059	8,720	2,030
Tishomingo	44,402	12,461	1,809	4,777	1,192	8,599	2,330
Tunica	23,365	7,310	1,450	1,949	761	4,023	460
Union	61,637	22,960	2,562	9,726	1,311	10,096	2,283
Walthall	38,838	14,617	1,399	1,791	538	10,939	1,061
Warren	219,655	75,913	18,244	35,651	6,940	26,913	7,414
Washington	304,249	89,776	17,257	67,708	14,307	47,013	10,140
Greenville	267,587	75,783	16,073	65,584	12,560	41,820	8,460
Wayne	61,254	19,440	2,991	3,700	3,212	11,133	2,247
Webster	29,263	9,765	1,902	1,078	664	5,192	336
Wilkinson	26,495	11,549	657	2,253	127	4,870	1,287
Winston	49,703	16,753	2,449	3,432	2,023	10,324	2,746
Yalobusha	31,087	8,087	1,060	2,124	1,322	2,130	724
Yazoo	80,540	24,719	1,869	12,111	4,934	10,768	2,416
TOTAL METRO COUNTIES	**3,020,081**	**836,476**	**281,887**	**513,311**	**117,855**	**435,239**	**101,193**
TOTAL STATE	**9,248,274**	**2,830,072**	**653,595**	**1,291,153**	**340,604**	**1,386,724**	**329,464**

MISS.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,479,115**	**18,370**	**30.4**	**28.7**	**11.5**	**5.2**	**.0719**
Hancock	191,882	17,439	30.8	27.1	10.5	5.2	.0088
Harrison	1,287,233	18,522	30.4	28.9	11.7	5.2	.0631
• Biloxi	393,634	16,993	34.3	26.6	9.3	4.5	.0198
• Gulfport	344,200	17,767	30.3	27.0	11.7	5.2	.0220
SUBURBAN TOTAL	741,281	19,528	28.6	30.5	12.6	5.6	.0301

ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
JACKSON	**3,172,548**	**20,306**	**26.4**	**29.5**	**14.3**	**6.9**	**.1507**
Hinds	2,202,575	19,708	27.1	29.0	13.3	7.0	.1101
• Jackson	1,832,945	19,501	28.0	29.1	12.8	6.8	.0932
Madison	295,119	16,397	27.9	24.9	11.4	5.1	.0134
Rankin	674,854	25,039	22.9	33.7	19.8	7.7	.0272
SUBURBAN TOTAL	1,339,603	21,655	24.1	30.0	16.5	7.0	.0575

HOW TO GET A GRIP ON A MARKET OF BIG SPENDERS.

As America's 30th largest market with an effective buying income of more than $13.4 billion, Kansas City is rich with possibility. Among the 30 largest population markets, Kansas City is ninth in total retail sales per household.

This buyers' market is best reached through the area's dominant medium, The Star/Times. We reach 551,000 adult readers daily, and on Sunday we reach 711,000 adult readers.

We'll help you get a grip on a red-hot market.

THE KANSAS CITY STAR/TIMES:
STRENGTH IN OUR NUMBERS.

Sources: S&MM 1982 "Survey of Buying Power"
Belden Associates 1981 "Kansas City CMS"

THE KANSAS CITY STAR.
The Kansas City Times

1729 Grand Ave.
Kansas City, MO 64108
(816) 234-4125

Represented nationally
by Cresmer, Woodward, O'Mara
& Ormsbee, Inc.

MISS. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PASCAGOULA	**1,057,989**	**23,537**	**24.2**	**36.3**	**17.3**	**5.8**	**.0476**
Jackson	1,057,989	23,537	24.2	36.3	17.3	5.8	.0476
• Pascagoula	278,965	22,183	26.6	33.3	15.4	6.8	.0173
SUBURBAN TOTAL	779,024	23,955	23.4	37.2	18.0	5.5	.0303
OTHER COUNTIES							
Adams	261,001	15,676	25.3	25.5	10.1	5.2	.0156
Alcorn	232,147	15,002	31.2	25.7	6.7	3.0	.0117
Amite	84,882	14,992	27.1	23.6	10.8	3.6	.0036
Attala	100,416	11,791	30.8	20.5	3.5	1.9	.0056
Benton	40,934	14,000	34.0	23.0	5.7	1.8	.0020
Bolivar	220,300	11,841	28.0	18.6	5.7	3.9	.0121
Calhoun	85,371	12,679	32.9	22.3	4.3	1.0	.0046
Carroll	49,725	12,133	30.3	21.1	4.7	1.7	.0024
Chickasaw	93,872	13,667	33.4	24.8	3.9	1.4	.0052
Choctaw	47,165	12,745	32.0	20.7	4.9	2.3	.0023
Claiborne	76,951	14,494	21.6	20.5	12.3	6.4	.0037
Clarke	109,135	15,673	27.8	29.4	6.0	2.7	.0049
Clay	136,966	16,801	28.5	29.6	7.9	3.1	.0065
Coahoma	178,690	11,298	27.2	19.6	5.4	2.5	.0108
Copiah	153,979	13,509	29.8	23.0	6.7	3.0	.0078
Covington	97,534	13,662	30.1	22.9	6.9	3.5	.0047
☐ De Soto	436,054	22,775	23.9	37.6	15.6	3.4	.0185
Forrest	480,186	15,853	28.7	25.9	9.8	3.9	.0265
Hattiesburg	304,538	15,063	28.2	23.7	9.5	4.7	.0203
Franklin	49,910	13,859	25.5	25.4	8.5	1.8	.0023
George	109,948	19,641	24.6	34.2	10.8	4.2	.0049
Greene	50,471	13,926	28.7	27.6	5.3	1.2	.0023
Grenada	127,012	14,825	29.9	26.2	6.2	2.7	.0082
Holmes	81,955	7,925	24.7	12.0	2.3	1.2	.0054
Humphreys	49,902	7,631	24.1	12.1	2.1	1.5	.0032
Issaquena	10,501	9,000	27.4	10.7	4.4	2.6	.0005
Itawamba	124,872	14,739	35.3	27.4	3.4	1.6	.0060
Jasper	93,661	13,307	33.1	22.6	4.7	1.9	.0046
Jefferson	42,236	10,764	24.5	20.3	6.5	1.6	.0022
Jefferson Davis	82,359	14,756	29.8	24.0	8.0	4.5	.0039
Jones	463,500	17,585	29.2	30.2	9.0	4.1	.0239
Kemper	47,137	11,368	30.7	20.3	3.7	1.1	.0024
Lafayette	227,014	16,003	27.4	25.6	10.0	4.1	.0103
Lamar	187,080	19,159	26.4	32.0	11.3	4.5	.0088
Lauderdale	583,394	16,341	28.5	26.8	9.6	4.1	.0314
Meridian	356,691	15,600	27.0	25.8	9.5	4.0	.0228
Lawrence	88,931	17,202	25.3	27.2	13.0	3.7	.0041
Leake	96,767	11,667	32.0	19.3	4.1	1.3	.0053
Lee	418,536	17,204	31.9	30.8	7.5	3.1	.0245
Leflore	224,999	12,469	28.7	20.1	6.6	3.4	.0130
Lincoln	193,201	15,485	28.3	27.5	7.8	2.5	.0099
Lowndes	393,306	16,423	31.8	28.3	8.1	3.2	.0211
Marion	188,196	16,816	29.1	24.9	12.5	4.8	.0094
Marshall	147,416	13,309	31.0	24.5	4.5	1.9	.0077
Monroe	214,459	14,885	30.5	27.2	6.5	1.6	.0115
Montgomery	68,020	12,073	31.3	19.9	3.9	1.8	.0037
Neshoba	145,937	13,983	32.0	23.4	6.3	2.4	.0075
Newton	120,879	14,164	29.9	23.6	7.1	2.3	.0057
Noxubee	51,902	10,214	30.8	15.6	2.8	1.6	.0032
Oktibbeha	258,882	15,843	27.8	22.6	10.6	6.8	.0123
Panola	134,417	11,357	30.9	18.8	3.0	2.5	.0077
Pearl River	245,356	17,302	27.9	26.8	12.0	4.4	.0116
Perry	66,301	16,903	24.5	25.1	11.6	4.5	.0028
Pike	242,090	14,997	29.6	24.2	9.1	3.6	.0135
Pontotoc	117,396	12,805	33.9	23.0	2.8	1.5	.0060
Prentiss	145,027	14,174	32.6	25.2	4.9	2.1	.0078
Quitman	41,133	7,934	26.8	10.8	1.2	1.2	.0026
Scott	141,621	13,390	32.5	21.9	5.6	2.4	.0076
Sharkey	34,334	9,975	27.8	15.3	3.2	3.6	.0019
Simpson	151,354	16,066	29.3	28.4	9.4	2.3	.0076
Smith	91,365	14,083	29.7	24.8	7.4	2.4	.0043
Stone	65,344	17,887	27.5	29.8	11.4	3.0	.0032
Sunflower	144,261	11,000	29.1	18.7	4.3	2.1	.0085
Tallahatchie	67,403	9,218	26.5	14.0	3.9	1.9	.0036
Tate	103,889	13,901	31.3	25.5	4.4	1.5	.0061
Tippah	100,637	12,921	36.9	19.3	3.6	1.4	.0057
Tishomingo	114,204	14,198	35.5	25.2	3.5	1.2	.0054
Tunica	30,636	7,394	21.3	10.7	2.4	2.3	.0021
Union	133,699	14,046	32.7	26.0	3.8	2.0	.0067
Walthall	88,162	14,862	26.7	25.0	7.8	5.0	.0043
Warren	437,689	21,281	22.9	28.9	17.1	6.7	.0206
Washington	408,874	13,589	28.7	22.8	6.8	3.3	.0239
Greenville	230,969	13,427	29.4	21.9	6.7	3.0	.0161
Wayne	119,153	14,855	28.4	24.5	8.4	3.8	.0062
Webster	55,396	13,171	33.2	23.5	2.7	1.6	.0028
Wilkinson	54,495	14,402	29.7	22.6	7.1	3.8	.0029
Winston	112,011	13,897	31.3	24.9	5.2	2.3	.0056
Yalobusha	72,964	12,613	34.1	20.0	4.8	1.0	.0038
Yazoo	143,401	11,864	28.9	20.0	4.4	3.5	.0077
TOTAL METRO COUNTIES	**6,145,706**	**20,485**	**26.9**	**31.0**	**14.2**	**6.0**	**.2887**
TOTAL STATE	**17,200,155**	**16,019**	**28.6**	**26.3**	**9.3**	**4.0**	**.8704**

MISSOURI

MO.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**105.8**	**.0454**	**25.6**	**27.5**	**19.8**	**14.2**	**17.2**	**38.5**	**535,659**	**115,564**	**62,525**	**80,877**	**16,688**	**83,634**	**24,669**
Boone	105.8	.0454	25.6	27.5	19.8	14.2	17.2	38.5	535,659	115,564	62,525	80,877	16,688	83,634	24,669
• Columbia	64.4	.0276	24.4	36.5	18.0	12.0	16.7	23.0	495,185	106,531	60,236	78,201	16,253	71,848	23,386
SUBURBAN TOTAL	41.4	.0178	28.7	13.3	22.8	17.6	18.0	15.5	40,474	9,033	2,289	2,676	435	11,786	1,283
JOPLIN	**131.5**	**.0563**	**33.1**	**11.8**	**15.0**	**17.0**	**30.1**	**50.7**	**719,917**	**153,571**	**60,556**	**91,928**	**24,660**	**144,818**	**30,458**
Jasper	88.9	.0381	32.9	12.3	15.3	16.2	30.6	34.8	605,540	117,002	51,309	83,501	21,652	120,724	28,738
• Joplin	39.2	.0168	33.3	14.1	15.5	15.0	32.4	16.4	477,938	89,284	37,617	73,157	19,405	95,562	24,057
Newton	42.6	.0182	33.5	10.8	14.2	18.5	29.3	15.9	114,377	36,569	9,247	8,427	3,008	24,094	1,720
SUBURBAN TOTAL	92.3	.0395	33.0	10.8	14.7	17.8	29.3	34.3	241,979	64,287	22,939	18,771	5,255	49,256	6,401
KANSAS CITY	**917.4**	**.3934**	**31.4**	**12.3**	**17.6**	**17.9**	**25.8**	**352.7**	**5,089,764**	**1,106,282**	**366,865**	**829,108**	**147,217**	**910,599**	**146,045**
Cass	54.2	.0233	30.6	10.5	16.2	20.6	22.3	19.0	177,552	44,363	17,129	15,844	3,595	33,744	6,997
Clay	139.9	.0600	30.6	12.8	18.7	19.5	22.3	52.8	881,288	166,470	82,043	184,775	26,847	207,305	17,441

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

MO. (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jackson	619.6	.2656	31.6	12.6	17.6	17.0	27.1	243.0	3,728,790	800,847	440,526	607,908	111,808	629,528	109,373
Independence	111.9	.0480	31.9	12.3	17.1	18.0	26.7	43.0	1,005,970	169,564	121,108	241,210	26,367	194,958	21,267
• Kansas City	436.2	.1870	31.6	13.1	18.0	16.2	27.6	172.8	2,327,109	514,927	296,117	369,107	76,567	315,563	73,190
Lafayette	30.7	.0132	35.0	10.2	13.8	17.4	32.6	11.4	103,082	34,836	6,922	6,715	3,126	16,793	3,602
Platte	50.6	.0217	30.0	11.1	19.5	21.3	19.1	18.4	133,640	42,841	16,572	11,899	984	8,889	5,019
Ray	22.4	.0096	33.1	9.7	14.5	19.5	27.8	8.1	65,412	16,925	3,673	1,967	857	14,340	3,613
SUBURBAN TOTAL	481.2	.2064	31.3	11.5	17.3	19.4	24.2	179.9	2,762,655	591,355	270,748	460,001	70,650	595,036	72,855
KANSAS CITY, MO. - KANSAS CITY, KANS. CONSOLIDATED AREA	***1,468.8***	***.6211***	***31.2***	***12.0***	***17.8***	***18.1***	***25.1***	***548.6***	***8,119,804***	***1,657,425***	***854,999***	***1,378,447***	***288,304***	***1,463,776***	***218,465***
ST. JOSEPH	**87.9**	**.0376**	**32.9**	**12.4**	**14.9**	**15.5**	**31.4**	**33.5**	**494,680**	**106,497**	**53,005**	**85,513**	**19,959**	**75,637**	**20,906**
Buchanan	87.9	.0376	32.9	12.4	14.9	15.5	31.4	33.5	494,680	106,497	53,005	85,513	19,959	75,637	20,906
• St. Joseph	76.8	.0329	33.0	12.7	14.9	14.9	32.1	29.6	483,178	105,189	51,909	85,468	18,552	74,482	20,906
SUBURBAN TOTAL	11.1	.0047	32.4	10.6	14.6	19.6	26.6	3.9	11,502	1,308	1,096	45	1,407	1,155	
ST. LOUIS	**1,809.6**	**.7757**	**31.6**	**12.0**	**16.7**	**17.7**	**26.6**	**665.8**	**9,177,740**	**2,254,688**	**1,044,074**	**1,406,343**	**340,243**	**1,428,882**	**273,552**
Franklin	76.3	.0327	30.4	11.5	15.3	17.6	25.3	26.1	324,008	99,830	25,391	30,860	7,820	51,956	3,386
Jefferson	158.0	.0677	28.6	11.7	18.5	19.0	19.2	52.2	457,755	165,292	27,336	48,225	12,213	69,045	13,827
St. Charles	159.8	.0685	28.4	11.5	19.4	20.2	17.1	53.4	646,064	164,820	57,122	64,120	22,429	107,302	12,165
• St. Charles	41.4	.0177	30.8	13.9	16.3	18.9	24.3	15.5	385,286	113,153	42,454	10,235	15,231	89,654	9,233
St. Louis	975.6	.4182	32.2	11.7	17.1	18.9	26.3	358.1	5,867,824	1,364,563	634,183	1,012,980	244,365	963,743	174,222
Florissant	56.6	.0243	31.0	13.7	15.4	19.4	24.4	18.8	281,041	97,168	41,210	17,456	5,308	36,238	7,293
University City	41.7	.0179	33.2	10.9	18.2	17.5	29.2	16.9	89,427	21,658	11,744	17,320	6,488	6,087	6,268
St. Louis city	419.4	.1798	33.1	13.1	14.9	13.3	33.9	168.8	1,827,452	442,664	293,968	248,130	51,662	227,861	68,288
• St. Louis	419.4	.1798	33.1	13.1	14.9	13.3	33.9	168.8	1,827,452	442,664	293,968	248,130	51,662	227,861	68,288
Monroe, Ill.	*20.5*	*.0088*	*32.8*	*11.4*	*14.4*	*18.0*	*28.8*	*7.2*	*54,637*	*17,519*	*6,074*	*2,028*	*1,754*	*8,975*	*1,664*
SUBURBAN TOTAL	1,348.8	.5782	31.2	11.6	17.4	19.0	24.4	481.5	6,965,002	1,698,871	707,652	1,147,978	273,350	1,111,367	196,031
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***2,372.1***	***1.0168***	***31.4***	***12.1***	***16.4***	***17.5***	***26.7***	***866.4***	***11,605,065***	***2,849,441***	***1,290,818***	***1,800,161***	***424,971***	***1,816,359***	***352,446***
SPRINGFIELD	**217.7**	**.0933**	**30.5**	**15.8**	**17.0**	**16.8**	**25.6**	**82.7**	**1,199,785**	**245,050**	**124,426**	**168,581**	**52,372**	**227,005**	**31,520**
Christian	24.5	.0105	31.4	10.7	15.9	19.0	25.3	8.8	59,754	19,613	2,349	3,034	785	16,767	796
Greene	193.2	.0828	30.4	16.4	17.2	16.5	25.6	73.9	1,140,031	225,437	122,077	165,547	51,587	210,238	30,724
• Springfield	137.6	.0590	30.2	19.1	16.9	14.7	27.2	54.8	1,023,834	217,253	115,328	160,171	50,030	154,956	29,290
SUBURBAN TOTAL	80.1	.0343	31.1	10.1	17.0	20.5	22.9	27.9	175,951	27,797	9,098	8,410	2,342	72,049	2,230
OTHER COUNTIES															
Adair	25.3	.0109	27.0	25.8	16.1	12.8	24.4	9.4	139,378	29,897	14,782	14,881	6,269	25,873	3,310
Andrew	14.7	.0063	33.4	9.9	14.5	17.5	30.2	5.2	34,188	5,115	1,377	990	148	11,906	480
Atchison	8.4	.0036	36.1	10.7	13.9	15.3	35.9	3.3	30,781	8,264	1,292	782	353	3,911	718
Audrain	26.5	.0114	33.4	10.4	14.5	15.5	32.1	10.0	131,012	36,159	5,730	12,364	8,610	19,926	4,429
Barry	25.9	.0111	37.8	9.1	12.2	16.7	36.6	9.8	93,493	22,449	5,950	8,507	941	15,659	3,575
Barton	11.6	.0049	37.3	10.4	12.8	14.6	37.7	4.7	43,021	8,528	3,576	1,369	2,114	11,552	1,778
Bates	15.9	.0068	37.9	9.0	12.6	16.3	37.0	6.1	74,598	15,658	2,518	4,247	1,262	29,999	1,544
Benton	12.8	.0055	42.6	7.7	10.7	16.3	42.2	5.1	39,438	9,757	3,056	1,893	487	8,335	1,258
Bollinger	10.7	.0046	34.5	10.1	13.3	16.4	33.0	4.0	23,565	9,103	507	230	377	7,376	459
Butler	38.6	.0166	34.1	10.1	14.3	17.1	31.6	14.8	212,075	48,127	12,749	33,052	7,619	42,698	9,431
Caldwell	8.7	.0037	38.1	8.5	11.9	16.7	37.0	3.3	20,426	6,882	793	418	109	3,330	271
Callaway	34.0	.0146	30.0	14.8	16.5	16.7	25.1	11.5	115,195	25,051	14,530	8,957	3,936	14,825	3,714
Camden	22.0	.0094	39.6	9.1	13.1	16.8	38.5	8.9	121,545	29,893	14,941	8,787	3,915	24,434	1,840
Cape Girardeau	61.2	.0262	30.0	18.3	16.2	15.6	26.3	22.4	348,804	72,148	32,654	61,860	18,020	43,557	14,208
Carroll	12.0	.0052	36.5	9.5	13.3	15.3	36.4	4.8	37,870	12,462	1,692	5,053	634	4,566	775
Carter	5.9	.0025	33.3	9.6	14.3	17.5	30.0	2.0	14,319	4,927	1,365	261	80	3,540	161
Cedar	12.6	.0054	42.4	8.0	11.4	15.5	42.4	5.0	52,197	19,568	2,487	4,612	1,361	8,365	1,552
Chariton	10.4	.0044	38.4	9.5	12.8	15.1	38.4	4.1	35,647	9,092	3,103	1,398	1,092	5,670	1,012
Clark	8.6	.0037	33.3	10.1	14.0	16.3	31.4	3.1	22,613	4,996	1,715	1,329	251	2,643	124
Clinton	16.9	.0072	33.3	9.2	14.2	19.1	28.4	6.1	57,499	13,900	7,165	5,704	2,374	9,406	1,978
Cole	59.5	.0255	30.3	14.2	19.1	17.1	24.0	21.3	331,670	73,076	21,908	51,289	15,551	66,839	8,117
Cooper	14.7	.0063	34.6	10.3	13.6	15.7	33.8	5.6	58,536	15,303	3,189	6,647	901	11,994	1,959
Crawford	19.2	.0082	34.4	10.0	12.8	16.4	32.8	7.0	78,390	17,022	3,824	10,808	987	15,073	1,176
Dade	7.5	.0033	41.4	8.4	11.8	15.0	41.8	3.1	19,665	5,361	793	147	642	1,360	386
Dallas	12.7	.0054	37.4	9.0	12.2	16.6	36.2	4.5	29,832	7,856	2,179	930	2,700	4,955	446

KANSAS
ST. JOSEPH
KANSAS CITY
ST. LOUIS
MISSOURI

THE ONLY SINGLE MEDIUM

Giving Effective Coverage of
Northwest Missouri and Northeast Kansas

The Largest Outside Daily Newspaper Reaches Only 5%

ST. JOSEPH NEWS-PRESS St. Joseph Gazette

St. Joseph, Missouri

Represented by Branham Newspaper Sales

Suburban Cover Story

How to cover absolutely almost everybody in St. Louis County who eats, drinks, smokes, drives, plays, jogs, coughs, shaves and likes to smell good.

Introducing a powerful option for advertisers who want **total coverage** throughout affluent St. Louis County.

Paid home delivered circulation, with free distribution of the entertainment oriented section Living Midweek to non-subscribers.

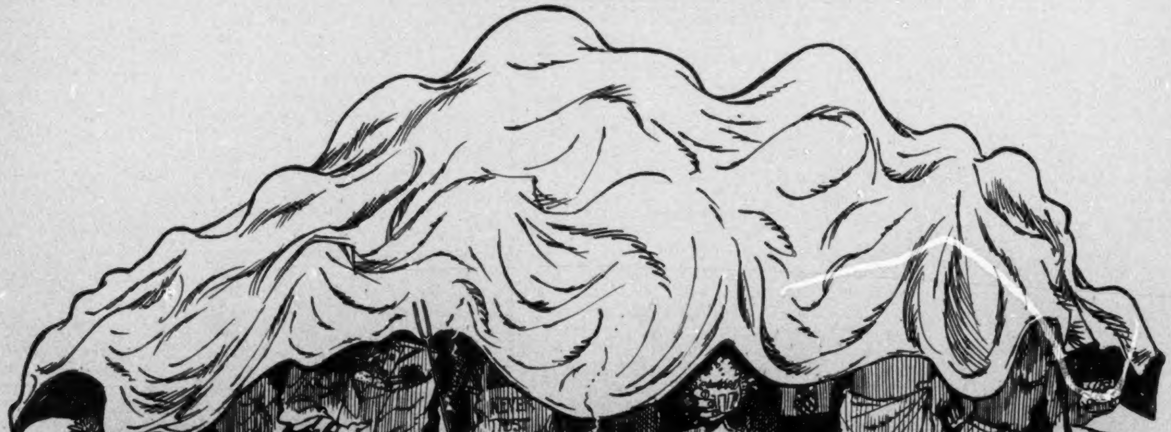
Absolutely almost 100% coverage in the prime suburban market that accounts for over 50% of all retail sales in metro St. Louis.

For more information and your free copy of our popular Living Midweek, call Gerry Anderson at 314-622-7454.

ST. LOUIS POST-DISPATCH
an independent newspaper

St. Louis Globe-Democrat
an independent newspaper

Represented nationally by Newhouse Newspapers. Source: Sales & Marketing Management, 1982


NEVER TRUST A SKINNY CHEF

MO. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Daviess	9.0	.0039	37.7	9.2	12.0	15.3	37.5	3.5	23,781	5,586	1,094	852	243	7,924	687
De Kalb	8.5	.0036	36.8	9.4	12.7	17.0	35.3	3.1	17,657	2,924	1,464	965	1,235	3,277	178
Dent	15.4	.0066	34.7	10.2	13.5	17.0	32.6	5.7	56,383	16,459	3,238	6,640	3,589	8,026	1,087
Douglas	12.3	.0053	35.0	9.3	13.3	17.6	32.4	4.6	36,890	9,613	2,442	4,963	458	7,906	2,292
Dunklin	36.7	.0157	33.5	10.0	13.6	16.6	31.4	13.9	166,306	48,584	7,778	13,932	5,577	27,342	4,706
Gasconade	13.5	.0058	39.3	9.3	12.4	15.5	39.1	5.3	51,914	15,779	3,668	2,023	1,577	10,335	1,126
Gentry	7.9	.0034	40.8	9.0	11.8	15.1	40.9	3.1	31,216	9,120	1,722	987	2,675	4,836	1,456
Grundy	12.1	.0052	37.5	9.5	13.9	16.4	36.5	4.9	46,727	14,170	4,924	7,274	765	4,770	2,023
Harrison	9.8	.0042	40.5	9.8	11.6	15.7	40.2	4.3	36,080	7,961	2,206	3,408	574	7,945	302
Henry	19.9	.0085	37.6	9.2	13.1	15.8	37.2	7.9	87,527	20,172	6,908	6,613	5,566	[illegible],652	5,953
Hickory	6.8	.0029	46.9	6.7	10.0	14.8	46.8	2.9	12,936	3,847	829	854	316	376	442
Holt	6.9	.0030	40.1	8.2	12.8	14.3	40.8	2.8	38,878	4,028	1,070	298	300	9,137	245
Howard	9.9	.0042	34.5	13.8	12.9	14.5	34.9	3.7	25,292	7,092	1,949	420	463	5,651	1,682
Howell	30.2	.0130	35.1	9.7	13.7	17.5	32.5	11.5	155,966	43,161	11,717	18,576	6,188	35,702	4,649
Iron	11.5	.0049	34.2	9.4	13.5	17.0	31.9	4.0	45,474	17,806	1,869	3,153	848	7,178	544
Johnson	40.1	.0172	24.7	27.1	15.3	14.4	19.3	13.2	105,228	25,795	12,034	12,449	3,177	15,238	3,458
Knox	5.5	.0024	38.3	9.2	11.5	16.2	37.6	2.1	13,172	3,358	630	1,178	414	2,534	472
Laclede	25.6	.0109	33.6	10.3	14.3	17.6	30.4	9.6	146,675	32,850	8,554	13,076	4,157	29,845	2,753
Lawrence	30.1	.0129	35.4	9.5	13.0	16.8	33.6	11.3	107,975	29,633	9,495	9,089	4,877	25,300	4,596
Lewis	10.8	.0046	33.1	13.1	13.0	16.6	31.0	4.0	36,211	9,615	1,342	1,199	1,356	7,430	185
Lincoln	23.4	.0101	32.7	10.7	14.0	17.4	29.5	8.1	64,382	22,782	5,702	7,005	1,475	7,722	1,201
Linn	15.7	.0067	40.5	9.3	12.5	15.0	40.7	6.5	71,404	15,269	5,216	6,875	3,211	14,442	2,758
Livingston	15.8	.0068	35.3	9.6	14.1	16.1	34.3	6.2	89,824	19,753	3,276	12,630	3,255	15,968	2,614
McDonald	15.6	.0066	34.4	9.9	13.1	18.8	30.4	5.8	44,445	11,304	2,110	2,862	595	4,790	380
Macon	16.6	.0072	37.7	9.1	13.1	15.7	37.3	6.4	54,376	14,849	4,231	2,167	2,885	9,955	1,978
Madison	11.3	.0048	37.6	9.8	12.5	15.8	37.1	4.4	38,003	16,499	3,010	1,198	1,176	3,047	1,247
Maries	7.7	.0033	35.7	9.2	13.2	17.1	33.7	2.9	13,620	4,385	1,168	248	459	2,055	
Marion	28.7	.0123	33.6	10.8	14.8	15.0	33.0	10.9	163,927	40,438	16,182	22,772	4,986	19,212	4,163
Mercer	4.7	.0020	43.2	9.8	11.2	15.1	42.7	1.9	9,458	2,816	598	247	353	2,166	336
Miller	19.7	.0085	33.6	10.1	14.2	16.3	31.8	7.4	90,084	13,509	11,100	7,380	3,135	17,053	925
Mississippi	15.3	.0065	32.0	10.4	13.2	15.9	30.2	5.4	64,932	11,005	1,826	1,959	1,766	8,306	2,158
Moniteau	12.5	.0054	34.1	10.3	14.4	16.3	32.4	4.4	52,171	14,111	1,797	1,037	412	18,289	1,025
Monroe	9.7	.0041	35.0	10.4	13.2	16.0	34.0	3.6	30,389	5,083	2,235	771	688	9,016	831
Montgomery	11.7	.0051	36.8	9.4	12.0	16.3	35.7	4.3	38,821	7,649	3,443	1,532	1,286	7,120	1,285
Morgan	14.8	.0063	40.8	8.1	11.3	16.2	40.2	5.6	53,002	12,698	3,252	992	3,457	10,835	344
New Madrid	22.6	.0097	31.1	10.4	13.4	15.9	28.9	8.0	89,148	13,951	3,057	14,234	2,762	12,446	1,002
Nodaway	21.9	.0094	29.4	20.5	13.5	13.6	28.9	8.0	92,857	20,456	7,418	12,433	3,166	10,358	1,276
Oregon	10.5	.0045	37.1	8.8	12.6	16.5	35.9	4.0	33,219	6,280	1,632	2,194	421	6,708	1,052
Osage	12.3	.0053	30.9	11.9	13.2	14.9	29.7	4.1	22,641	6,188	1,400	252	757	3,857	
Ozark	8.5	.0037	38.2	8.6	12.5	16.6	37.0	3.3	29,352	8,055	953	1,502	452	5,520	424
Pemiscot	24.5	.0105	31.3	10.4	12.6	14.2	31.1	8.8	84,929	27,151	7,105	8,165	2,522	9,879	1,923
Perry	17.4	.0074	32.3	10.9	14.3	14.6	31.6	6.0	70,257	8,007	6,653	23,712	2,049	8,262	1,534
Pettis	36.9	.0158	34.1	11.4	14.3	16.7	31.9	14.2	184,212	44,489	16,480	26,420	5,549	33,704	3,775
Phelps	34.5	.0148	28.9	20.4	13.7	15.8	25.9	12.1	179,893	45,702	18,184	17,174	3,563	30,783	1,611
Pike	17.7	.0076	33.5	10.2	13.4	16.8	31.1	6.3	60,932	17,205	2,816	8,255	1,166	5,748	2,671
Polk	19.6	.0084	34.0	13.9	12.4	15.9	32.9	7.1	91,855	24,305	3,797	10,156	2,142	16,876	2,422
Pulaski	40.8	.0175	23.5	30.2	16.7	13.0	13.8	10.3	106,259	20,609	8,612	13,229	3,845	25,663	1,810
Putnam	6.1	.0026	39.9	8.6	11.0	16.2	39.4	2.4	27,983	7,913	1,150	790	395	6,973	782
Ralls	9.2	.0039	33.5	9.6	15.1	16.3	31.4	3.4	14,618	4,164	419	542	261	4,312	55
Randolph	26.6	.0114	32.6	12.1	16.5	15.2	30.9	9.7	130,868	36,205	10,211	8,630	7,529	29,708	3,376
Reynolds	7.5	.0033	33.2	10.1	14.3	16.7	30.7	2.9	21,815	7,661	588	418	99	6,503	377
Ripley	13.2	.0056	37.3	9.2	11.9	16.8	35.7	4.9	31,867	10,433	713	5,132	455	6,694	1,948
St. Clair	8.9	.0038	40.9	8.2	11.1	15.5	41.0	3.4	31,151	3,494	4,097	315	477	13,280	739
Ste. Genevieve	15.9	.0068	30.9	11.4	14.3	16.6	27.6	5.4	52,222	13,981	6,642	3,860	1,052	7,981	873
St. Francois	44.3	.0190	33.9	10.4	13.9	16.8	31.7	16.2	195,876	54,133	11,675	32,435	6,843	23,604	4,329
Saline	25.0	.0107	34.5	11.2	14.6	15.4	33.9	9.7	95,150	23,787	5,614	11,079	2,204	12,330	3,953
Schuyler	5.0	.0022	37.7	9.3	12.6	16.0	37.1	2.0	21,060	2,361	909	242		7,268	200
Scotland	5.4	.0023	38.7	8.8	11.3	15.6	38.5	2.1	18,425	3,680	1,829	2,450	838	3,887	1,088
Scott	41.3	.0177	30.5	11.4	15.6	16.6	26.4	14.9	224,900	65,362	19,258	13,334	8,072	40,576	6,939
Shannon	8.0	.0034	33.8	10.1	13.8	17.5	30.8	2.9	14,324	6,074	512	445	266	1,765	146
Shelby	7.8	.0034	38.7	9.9	11.9	14.7	39.2	3.1	30,550	7,155	1,450	2,507	269	7,898	896
Stoddard	29.8	.0127	34.6	10.2	13.8	17.4	32.1	11.2	116,415	18,295	12,090	10,483	4,033	28,394	3,249
Stone	17.1	.0074	41.7	7.7	11.6	16.9	40.7	6.9	38,190	13,354	2,169	1,169	204	6,410	762
Sullivan	7.4	.0031	40.4	8.7	12.1	15.9	40.1	3.0	15,609	3,419	632	1,021	676	2,100	211
Taney	22.4	.0096	41.2	11.6	11.2	15.3	41.3	8.9	106,756	27,481	16,158	10,302	1,686	14,424	3,213
Texas	21.8	.0094	35.4	9.8	12.8	17.7	32.8	8.3	94,832	15,909	2,564	7,950	950	20,140	1,377
Vernon	20.4	.0087	34.9	10.3	14.6	15.8	33.9	7.7	80,128	19,750	9,748	8,836	4,252	17,318	1,328
Warren	16.4	.0070	33.5	10.1	14.6	17.5	30.3	5.7	50,475	17,252	5,429	4,348	626	6,861	524
Washington	18.7	.0081	29.6	11.0	14.7	16.9	25.2	6.4	47,390	15,679	3,328	2,710	440	8,267	1,279
Wayne	12.1	.0052	38.8	9.1	11.4	16.7	37.7	4.7	36,871	9,911	1,954	3,141	1,296	9,061	1,355
Webster	21.7	.0093	31.7	10.2	14.2	18.5	26.9	7.5	57,672	17,775	3,459	4,872	1,569	7,594	1,026
Worth	3.0	.0012	41.9	7.6	11.7	15.1	42.0	1.2	7,987	2,806	156	69	769	1,356	174
Wright	16.9	.0073	35.3	9.8	12.6	16.9	33.5	6.3	55,909	11,429	2,861	12,958	1,101	7,085	778
TOTAL METRO COUNTIES	**3,249.4**	**1.3929**	**31.3**	**12.8**	**17.0**	**17.5**	**26.3**	**1,216.7**	**17,162,908**	**3,964,133**	**1,905,377**	**2,660,322**	**599,385**	**2,861,600**	**525,486**
TOTAL STATE	**4,990.5**	**2.1392**	**32.0**	**12.6**	**15.9**	**17.0**	**28.2**	**1,860.0**	**24,114,389**	**5,676,291**	**2,423,053**	**3,372,225**	**828,368**	**4,113,365**	**710,745**

MO.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**1,017,187**	**21,657**	**26.4**	**29.7**	**16.3**	**8.0**	**.0472**
Boone	1,017,187	21,657	26.4	29.7	16.3	8.0	.0472
• Columbia	601,195	19,381	28.0	24.9	15.1	8.5	.0329
SUBURBAN TOTAL	415,992	24,571	24.1	36.7	18.2	7.2	.0143
JOPLIN	**973,785**	**16,269**	**32.2**	**27.9**	**7.8**	**3.0**	**.0532**
Jasper	677,191	16,399	31.6	28.2	8.0	3.2	.0397
• Joplin	312,032	15,548	31.6	25.7	7.8	3.3	.0236
Newton	296,594	16,013	33.7	27.3	7.2	2.5	.0135
SUBURBAN TOTAL	661,753	16,602	32.7	28.9	7.7	2.8	.0296
KANSAS CITY	**8,857,062**	**22,872**	**24.6**	**33.6**	**17.0**	**6.3**	**.4215**
Cass	466,511	23,043	24.3	36.0	16.4	5.3	.0201
Clay	1,442,223	26,060	21.9	38.6	20.8	6.1	.0693
Jackson	6,056,732	22,224	25.0	31.9	16.6	6.8	.2944
Independence	1,126,101	25,144	22.6	36.2	19.8	5.9	.0630
• Kansas City	4,162,717	20,913	26.0	30.7	15.0	6.6	.1967
Lafayette	238,067	18,733	28.6	33.2	10.6	2.8	.0110
Platte	489,804	25,595	21.8	39.5	19.4	5.6	.0192
Ray	163,725	18,593	29.4	34.5	8.8	2.6	.0075
SUBURBAN TOTAL	4,694,345	24,638	23.2	36.4	18.9	6.1	.2248
KANSAS CITY, MO. - KANSAS CITY, KANS. CONSOLIDATED AREA	***14,684,829***	***24,249***	***23.1***	***33.5***	***18.2***	***8.2***	***.6839***
ST. JOSEPH	**754,528**	**19,373**	**28.5**	**31.4**	**12.3**	**4.7**	**.0383**
Buchanan	754,528	19,373	28.5	31.4	12.3	4.7	.0383
• St. Joseph	650,020	18,750	29.2	31.0	11.2	4.5	.0347
SUBURBAN TOTAL	104,508	24,266	24.0	33.4	20.6	6.5	.0036
ST. LOUIS	**18,150,561**	**24,656**	**22.4**	**33.8**	**18.4**	**8.7**	**.8238**
Franklin	570,144	20,120	28.0	35.7	11.1	3.5	.0287
Jefferson	1,352,364	25,245	21.8	42.3	18.0	4.5	.0570
St. Charles	1,597,502	29,025	17.0	40.6	24.9	8.0	.0681
• St. Charles	425,038	25,550	22.3	36.3	20.5	7.0	.0238
St. Louis	11,192,756	28,365	19.5	35.2	22.5	12.3	.5016
Florissant	577,064	29,682	17.0	40.1	27.1	8.8	.0258
University City	449,552	23,215	25.0	30.4	17.4	9.6	.0164
St. Louis city	3,259,177	15,682	29.4	26.0	9.2	3.4	.1610
• St. Louis	3,259,177	15,682	29.4	26.0	9.2	3.4	.1610
Monroe, Ill.	*178,618*	*23,484*	*23.3*	*37.2*	*15.8*	*5.6*	*.0074*
SUBURBAN TOTAL	14,466,346	27,588	20.0	36.5	21.6	10.6	.6390
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***23,013,702***	***24,081***	***22.6***	***33.7***	***17.9***	***8.0***	***1.0500***
SPRINGFIELD	**1,847,598**	**18,968**	**29.3**	**31.3**	**11.3**	**4.6**	**.0940**
Christian	188,144	19,004	29.6	33.2	9.8	4.0	.0081
Greene	1,659,454	18,963	29.3	31.1	11.5	4.6	.0859
• Springfield	1,155,551	17,356	30.9	29.1	9.8	3.8	.0663
SUBURBAN TOTAL	692,047	22,155	25.8	35.6	14.5	6.1	.0277
OTHER COUNTIES							
Adair	183,811	15,068	30.7	25.8	8.0	3.2	.0102
Andrew	106,028	18,253	33.4	33.4	7.8	3.1	.0047
Atchison	65,656	16,824	33.0	30.1	6.3	3.9	.0031
Audrain	204,704	18,587	30.4	34.5	7.9	3.3	.0106
Barry	163,333	13,758	34.1	22.6	5.5	2.2	.0084
Barton	74,893	13,488	38.5	21.7	3.6	1.5	.0040
Bates	104,262	14,068	30.9	24.2	6.8	2.1	.0057
Benton	76,850	11,761	34.3	17.8	4.0	1.8	.0039
Bollinger	56,594	12,066	34.3	19.8	3.3	.8	.0029
Butler	254,029	13,465	29.0	22.6	6.7	3.1	.0150
Caldwell	55,001	13,937	30.9	25.1	5.4	1.8	.0026
Callaway	275,019	21,958	24.9	37.9	13.1	4.2	.0123
Camden	174,684	16,375	35.1	26.4	8.7	3.5	.0093
Cape Girardeau	516,140	19,482	28.5	31.6	12.2	4.8	.0265
Carroll	78,932	13,604	33.3	21.8	6.0	2.4	.0041
Carter	30,851	12,530	34.1	20.5	4.3	1.9	.0016
Cedar	72,169	11,365	33.7	17.6	3.3	1.5	.0042
Chariton	71,829	14,022	31.3	23.2	6.8	3.1	.0035
Clark	52,120	14,259	34.5	23.3	5.4	2.5	.0025
Clinton	126,461	18,774	27.5	34.2	9.9	3.0	.0059
Cole	543,828	23,147	25.6	36.0	15.7	5.8	.0268
Cooper	101,466	16,011	34.1	28.2	6.1	2.3	.0051
Crawford	127,757	15,281	31.4	27.6	7.4	2.0	.0067
Dade	46,720	12,434	35.6	19.6	3.5	1.6	.0022
Dallas	70,826	11,978	32.3	18.5	4.8	2.8	.0036
Daviess	62,155	14,256	34.4	22.4	7.2	2.2	.0029
De Kalb	54,899	14,726	30.8	25.3	7.4	2.5	.0025
Dent	89,647	13,136	33.8	22.5	4.5	1.7	.0048
Douglas	66,571	11,505	33.3	18.1	3.6	1.8	.0037
Dunklin	229,606	13,072	30.6	22.5	5.4	2.6	.0128
Gasconade	102,670	16,854	30.7	29.7	8.6	2.6	.0049
Gentry	49,042	12,913	34.3	20.6	4.9	1.9	.0026
Grundy	79,543	13,897	34.0	23.8	4.5	1.9	.0042
Harrison	70,837	13,045	32.3	19.6	5.5	3.4	.0035
Henry	145,623	14,720	29.4	25.3	8.3	2.7	.0074
Hickory	36,403	9,987	32.3	14.1	2.3	1.3	.0017
Holt	51,804	15,921	31.9	28.1	6.3	3.5	.0029
Howard	64,399	14,082	32.3	23.8	5.5	2.4	.0031
Howell	181,775	12,921	34.4	21.7	3.2	2.5	.0110
Iron	79,161	16,874	28.8	31.7	7.6	3.2	.0040
Johnson	267,957	16,279	33.7	28.1	8.2	2.4	.0126
Knox	26,858	10,478	34.1	14.2	3.0	.8	.0015
Laclede	175,666	14,910	32.7	26.1	5.8	3.5	.0102
Lawrence	193,415	14,504	34.2	25.9	5.1	2.1	.0099
Lewis	72,722	16,531	32.7	29.3	7.5	1.1	.0036
Lincoln	159,048	17,765	30.8	32.5	8.4	2.0	.0074
Linn	118,911	14,621	34.0	24.6	6.8	3.0	.0060
Livingston	118,306	15,728	31.3	26.7	7.0	3.5	.0066
McDonald	86,159	12,493	35.8	19.9	2.4	2.1	.0045
Macon	94,428	12,447	35.6	19.2	3.8	1.3	.0052
Madison	72,355	13,050	30.1	24.1	4.1	2.8	.0035
Maries	42,024	12,542	36.3	19.9	2.7	1.3	.0021
Marion	231,122	18,408	28.6	32.5	10.4	3.1	.0121
Mercer	27,805	11,806	32.6	18.5	3.9	2.1	.0014
Miller	135,116	15,713	33.6	28.1	7.0	2.1	.0072
Mississippi	88,272	12,653	31.5	20.0	5.5	2.8	.0051
Moniteau	74,234	14,196	35.2	24.8	5.3	1.9	.0042
Monroe	66,702	16,294	32.4	29.5	6.3	2.5	.0033
Montgomery	79,022	15,797	34.5	26.3	7.5	2.7	.0039
Morgan	90,143	13,143	34.9	21.2	5.0	2.0	.0048
New Madrid	130,341	12,633	29.4	21.3	5.5	2.9	.0074
Nodaway	178,360	17,920	29.9	29.1	9.9	5.5	.0085
Oregon	49,252	9,727	31.8	13.8	2.1	.8	.0030
Osage	82,769	18,423	26.4	34.2	7.8	3.7	.0036
Ozark	50,437	12,127	34.2	18.2	3.8	2.7	.0027
Pemiscot	141,949	12,575	31.1	20.0	6.3	2.1	.0077
Perry	94,428	14,070	36.6	25.3	2.9	1.2	.0056
Pettis	299,731	17,612	31.0	28.9	10.2	4.2	.0150
Phelps	254,656	16,904	28.5	29.3	8.9	4.0	.0138
Pike	114,269	14,787	32.8	26.5	5.3	3.3	.0058
Polk	118,553	13,179	33.4	22.0	4.3	2.6	.0069
Pulaski	276,058	16,945	38.1	29.7	7.3	2.2	.0128
Putnam	41,847	13,675	30.8	24.1	5.7	3.1	.0022
Ralls	67,653	18,110	30.8	34.8	7.6	2.0	.0028
Randolph	181,980	15,695	30.2	28.3	7.5	2.6	.0100
Reynolds	50,772	14,836	25.2	30.0	7.1	1.3	.0024
Ripley	63,548	10,472	34.1	14.3	2.7	1.1	.0035
St. Clair	50,376	11,425	31.1	17.9	4.9	1.9	.0028
Ste. Genevieve	120,634	20,437	30.0	35.5	12.0	3.6	.0055
St. Francois	324,431	17,646	29.5	31.4	9.3	2.6	.0166
Saline	164,650	14,683	34.1	26.5	4.9	1.6	.0085
Schuyler	26,065	10,747	33.8	15.4	2.9	1.0	.0016
Scotland	27,238	9,661	30.3	12.5	4.4	1.0	.0016
Scott	295,433	17,032	28.4	29.6	9.5	3.4	.0164
Shannon	45,782	12,835	32.0	23.6	5.3	1.0	.0021
Shelby	45,489	12,103	35.1	19.5	3.7	1.1	.0027
Stoddard	181,202	13,190	33.6	22.0	4.8	2.0	.0098
Stone	117,164	14,344	37.5	23.3	5.2	2.3	.0053
Sullivan	38,140	9,858	31.8	13.7	2.5	1.3	.0018
Taney	182,020	16,937	35.8	27.7	8.7	3.4	.0091
Texas	127,955	12,515	34.3	20.4	3.8	2.3	.0074
Vernon	152,880	16,043	30.8	28.4	8.0	3.2	.0075
Warren	131,460	20,126	27.8	31.9	14.1	4.3	.0057
Washington	107,792	14,692	32.2	26.8	5.0	1.7	.0054
Wayne	65,877	10,620	31.8	16.7	2.8	1.7	.0035
Webster	142,447	15,898	30.5	28.3	7.0	2.7	.0068
Worth	16,919	10,902	33.1	16.1	3.5	1.9	.0008
Wright	92,271	11,599	34.4	16.2	3.4	2.3	.0052
TOTAL METRO COUNTIES	**31,422,103**	**23,068**	**24.2**	**33.1**	**16.9**	**7.4**	**1.4706**
TOTAL STATE	**43,293,294**	**19,980**	**26.8**	**30.7**	**13.5**	**5.8**	**2.0829**

MONTANA

MONT. [redacted] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**114.6**	**.0491**	**29.7**	**13.3**	**18.8**	**17.4**	**22.7**	**43.6**	**868,242**	**176,505**	**59,914**	**145,960**	**43,899**	**148,081**	**37,558**
Yellowstone	114.6	.0491	29.7	13.3	18.8	17.4	22.7	43.6	868,242	176,505	59,914	145,960	43,899	148,081	37,558
● Billings	69.7	.0299	30.7	14.7	18.4	16.3	25.6	28.3	705,862	125,879	50,302	142,683	39,385	136,680	36,715
SUBURBAN TOTAL	44.9	.0192	28.4	11.1	19.2	19.2	18.0	15.3	162,380	50,626	9,612	3,277	4,514	11,401	843
GREAT FALLS	**80.1**	**.0344**	**29.9**	**14.0**	**16.9**	**18.0**	**23.3**	**30.2**	**552,593**	**101,754**	**44,375**	**78,432**	**31,343**	**99,692**	**21,716**
Cascade	80.1	.0344	29.9	14.0	16.9	18.0	23.3	30.2	552,593	101,754	44,375	78,432	31,343	99,692	21,716
● Great Falls	56.1	.0240	31.5	13.1	16.4	18.0	26.2	22.4	503,119	95,597	39,307	63,773	28,516	97,067	21,716
SUBURBAN TOTAL	24.0	.0104	26.5	16.2	18.5	17.9	16.3	7.8	49,474	6,157	5,068	14,659	2,827	2,625	
OTHER COUNTIES															
Beaverhead	8.2	.0035	30.4	13.5	16.7	17.0	25.3	3.0	37,179	10,652	3,249	1,183	1,590	6,673	1,704
Big Horn	11.3	.0048	26.8	11.9	17.2	16.2	19.6	3.3	42,801	12,972	4,510	512	537	8,974	805
Blaine	7.1	.0031	28.9	11.2	15.6	15.0	25.5	2.4	21,758	3,769	1,700	1,155	306	8,512	678
Broadwater	3.5	.0015	32.2	9.7	15.2	17.4	28.3	1.4	19,058	6,869	1,910	721		3,924	461
Carbon	8.4	.0036	35.9	7.8	15.0	16.3	34.8	3.5	24,876	7,091	3,330	217	212	2,208	885
Carter	1.8	.0007	35.9	9.0	13.5	19.0	32.2	.6	2,699	1,119	448	91			49
Chouteau	6.0	.0025	33.2	9.4	15.3	16.3	31.0	2.2	12,199	3,573	1,772	392	16	2,852	481
Custer	13.3	.0057	31.5	11.9	15.7	15.5	29.0	5.2	77,232	17,726	7,188	2,330	2,041	9,723	2,165
Daniels	2.8	.0012	35.5	8.0	14.9	16.3	34.3	1.0	10,358	3,140	992	79	362	2,307	332
Dawson	12.0	.0052	28.7	14.1	17.3	15.9	23.2	4.5	81,162	18,496	5,595	2,759	3,704	9,447	3,254
Deer Lodge	11.5	.0049	33.5	10.0	15.0	15.5	32.3	4.2	49,974	18,524	5,936		1,109	9,119	2,320
Fallon	3.7	.0016	29.7	11.6	16.1	16.2	25.4	1.4	17,998	4,510	1,776	928	638	5,143	941
Fergus	13.2	.0057	33.9	10.1	14.8	15.8	32.5	5.0	64,254	17,492	5,212	2,677	3,200	10,628	2,879
Flathead	55.7	.0238	30.7	10.6	18.7	17.8	24.1	20.8	315,204	83,605	29,254	20,427	12,868	52,462	9,683
Gallatin	45.7	.0196	26.1	25.1	19.6	14.5	18.0	16.3	269,046	47,694	22,971	16,847	16,728	35,571	8,905
Garfield	1.7	.0007	31.1	11.4	15.8	16.2	27.6	.6	2,698	757	525	219		58	54
Glacier	10.6	.0046	27.9	11.6	16.7	15.7	22.3	3.5	47,539	11,997	3,802	7,042	1,392	6,633	689
Golden Valley	1.0	.0004	35.0	7.5	12.6	17.2	32.8	.4	775	132	138				
Granite	2.7	.0012	34.0	8.4	15.4	16.4	32.0	1.0	6,405	2,005	729			1,261	259
Hill	18.2	.0078	28.3	15.3	17.2	14.9	23.6	6.6	106,796	21,298	7,270	11,550	3,503	13,947	5,951
Jefferson	7.7	.0033	30.3	8.9	19.3	18.8	22.1	2.6	6,642	2,115	1,356	285	183	463	369
Judith Basin	2.6	.0011	34.1	8.3	15.1	17.8	30.8	1.0	6,385	1,604	576		79	583	32
Lake	20.3	.0087	31.4	9.9	15.4	16.3	28.2	7.2	62,529	19,177	5,156	1,036	2,107	8,677	3,043
Lewis and Clark	46.0	.0197	30.0	12.6	19.5	17.4	22.7	17.8	262,197	62,500	24,501	33,283	14,085	45,209	7,526
Liberty	2.3	.0010	31.6	11.1	15.6	18.0	26.6	.9	10,421	2,689	606		45	5,213	515
Lincoln	17.6	.0075	29.5	10.0	17.4	19.2	21.2	6.1	57,886	23,110	4,660	4,514	1,326	9,016	2,383
McCone	2.7	.0012	30.6	9.6	14.6	16.4	27.1	.9	6,131	2,127	284	164	41	328	
Madison	5.6	.0024	35.2	8.6	15.3	17.6	32.8	2.1	11,088	3,939	2,253	423		493	343
Meagher	2.2	.0009	33.7	9.4	16.1	18.4	29.4	.8	7,730	4,223	999			1,031	55
Mineral	3.9	.0017	29.7	11.2	18.1	17.7	22.7	1.4	10,267	1,650	1,360	2,054		1,201	415
Missoula	80.9	.0347	28.6	17.1	21.2	17.4	19.1	31.0	510,853	93,336	44,064	52,316	32,668	104,124	17,393
Musselshell	4.7	.0020	33.4	7.8	16.6	14.3	33.1	1.8	15,490	3,433	1,683	1,208	717	1,687	154
Park	13.5	.0058	33.4	9.4	17.8	16.8	30.4	5.4	64,123	20,131	6,036	1,055	2,244	4,831	1,109
Petroleum	.7	.0003	31.0	9.4	16.1	16.7	26.8	.2	670	313	44				
Phillips	5.4	.0023	31.3	11.1	14.6	15.7	28.9	1.9	22,367	5,339	2,268	388	523	4,238	1,168
Pondera	6.8	.0029	31.5	10.2	14.8	17.0	27.8	2.4	34,262	8,367	1,627	1,041	1,763	12,316	2,328
Powder River	2.4	.0010	31.2	9.4	18.2	16.5	26.5	.9	9,300	2,898	951	415		1,716	92
Powell	6.9	.0030	32.0	11.1	18.2	17.8	26.8	2.3	27,158	6,134	3,098	239		3,047	1,411
Prairie	1.8	.0008	35.4	8.1	13.9	15.7	34.8	.7	4,993	1,430	892	71		643	55
Ravalli	25.0	.0107	33.4	7.8	15.6	18.9	28.6	9.1	64,367	15,479	5,436	2,498	2,377	8,292	3,966
Richland	13.1	.0056	28.3	14.2	17.4	14.9	23.5	4.8	60,901	20,629	3,028	4,559	2,371	11,554	889
Roosevelt	10.5	.0045	28.4	11.4	16.6	15.1	24.0	3.4	48,344	14,313	4,510	1,396	891	7,339	1,986
Rosebud	11.4	.0049	26.2	12.1	18.5	16.5	17.2	3.7	29,331	9,416	3,247	723	224	4,057	167
Sanders	9.0	.0038	32.8	8.4	16.0	17.7	28.8	3.5	31,120	7,253	2,847	2,427	28	9,850	1,331
Sheridan	5.4	.0024	34.3	11.0	14.3	15.3	33.8	2.0	23,161	3,641	3,040	793	986	966	1,118
Silver Bow	36.6	.0157	33.1	11.1	14.7	16.1	31.2	14.4	239,484	47,938	16,389	25,225	15,499	46,779	8,813

The MONTANA GROUP

IT'S FOOD FOR THOUGHT!

SAFEWAY • ALBERTSON'S • BUTTREY'S • IGA • KONS SOOPER • SUPER SAVE • INLAND MARKET • WAREHOUSE GROCERY GROCERY BOYS • B&B THRIFTWAY • UNION MARKET • WESTERN WAREHOUSE...and others

1982 FOOD STORE SALES $584,981,000

BUY THE MONTANA GROUP...CIRCULATION 124,271

BILLINGS GAZETTE • MISSOULIAN • BUTTE MONTANA STANDARD • HELENA INDEPENDENT RECORD

For Marketing Information Contact:
ANTON C. FOCHT, Billings Gazette
Box 2507, Billings, Montana 59103

*SALES FIGURE BASED ON 20% OR BETTER COVERAGE COUNTIES
SOURCE: Market Economics Guide 1982-83 ABC Fas-Fax, September 30, 1982
Represented by BRANHAM Newspaper Sales

MONT. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Stillwater	5.9	.0025	34.3	8.2	16.0	16.5	32.4	2.1	19,175	4,062	2,186	384	150	546	1,066
Sweet Grass	3.3	.0014	37.3	8.1	13.8	17.2	35.6	1.3	19,226	7,583	768	273	174	2,535	1,261
Teton	6.6	.0028	34.4	8.3	13.9	17.4	31.8	2.5	21,784	3,837	1,598	408	571	9,508	711
Toole	5.6	.0024	31.3	11.0	16.0	15.7	28.4	2.2	26,775	9,605	2,596	394	858	1,708	644
Treasure	1.0	.0005	33.3	8.5	15.6	18.0	29.3	.4	972	477	212	142			
Valley	9.7	.0041	30.7	10.2	15.7	17.1	26.2	3.7	51,916	10,990	3,600	4,910	1,471	11,119	1,699
Wheatland	2.4	.0010	35.0	8.1	14.7	16.3	33.7	.9	8,255	2,137	907	157	183	493	123
Wibaux	1.5	.0007	30.8	9.3	16.6	14.6	28.3	.5	3,847	163	378		42	54	221
TOTAL METRO COUNTIES	**194.7**	**.0835**	**29.8**	**13.6**	**18.0**	**17.7**	**22.9**	**73.8**	**1,420,835**	**278,259**	**104,289**	**224,392**	**75,242**	**347,773**	**59,274**
TOTAL STATE	**814.1**	**.3489**	**30.2**	**12.9**	**17.5**	**16.9**	**24.6**	**302.6**	**4,409,996**	**993,718**	**365,802**	**436,302**	**205,054**	**756,831**	**164,155**

MONT.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BILLINGS	**1,091,427**	**22,416**	**25.5**	**34.8**	**15.1**	**6.3**	**.0586**
Yellowstone	1,091,427	22,416	25.5	34.8	15.1	6.3	.0586
• Billings	694,670	21,285	26.6	32.2	14.4	6.5	.0412
SUBURBAN TOTAL	396,757	23,960	23.3	39.5	16.5	6.0	.0174
GREAT FALLS	**739,177**	**21,539**	**27.0**	**33.6**	**15.0**	**5.6**	**.0390**
Cascade	739,177	21,539	27.0	33.6	15.0	5.6	.0390
• Great Falls	547,085	21,847	25.6	33.2	15.9	5.7	.0311
SUBURBAN TOTAL	192,092	20,795	30.9	34.9	12.4	5.2	.0079
OTHER COUNTIES							
Beaverhead	54,820	15,479	32.9	26.9	7.8	1.7	.0029
Big Horn	67,242	17,931	30.9	30.0	11.1	3.0	.0036
Blaine	39,432	14,169	31.1	26.1	4.0	2.3	.0021
Broadwater	23,525	14,717	40.0	24.9	4.9	1.1	.0014
Carbon	59,349	14,954	35.5	26.4	4.6	2.1	.0028
Carter	7,977	10,917	33.6	15.8	3.5	.8	.0004
Chouteau	46,489	17,947	34.5	30.5	9.3	4.5	.0019
Custer	106,938	17,279	28.9	29.0	10.7	3.8	.0056
Daniels	19,274	16,375	33.0	28.1	8.2	3.3	.0011
Dawson	109,188	23,024	24.7	37.7	15.8	5.0	.0057
Deer Lodge	86,330	18,870	28.3	36.4	8.3	1.6	.0044
Fallon	35,569	23,667	24.1	38.0	13.8	7.1	.0016
Fergus	91,527	15,013	32.6	26.1	7.0	3.0	.0049
Flathead	475,500	20,911	27.7	35.9	12.1	4.5	.0244
Gallatin	376,970	19,704	29.4	32.8	11.7	4.8	.0199
Garfield	10,898	14,565	37.5	22.3	7.2	3.5	.0005
Glacier	78,734	18,875	28.9	27.9	14.3	5.1	.0040
Golden Valley	6,259	13,875	37.4	21.0	4.3	2.0	.0003
Granite	20,190	17,600	27.9	32.8	8.3	3.3	.0008
Hill	156,560	20,865	28.6	31.6	14.6	5.6	.0081
Jefferson	46,895	16,541	38.0	29.1	6.2	1.4	.0019
Judith Basin	18,809	16,190	37.3	25.2	6.7	4.1	.0009
Lake	132,202	15,557	33.2	27.6	6.0	3.1	.0065
Lewis and Clark	431,479	22,037	26.9	35.4	15.3	4.8	.0209

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Liberty	23,642	20,846	27.6	27.8	13.8	10.8	.0011
Lincoln	119,170	18,723	31.3	36.4	8.3	.8	.0058
McCone	14,440	14,107	34.3	25.1	4.6	1.0	.0008
Madison	35,908	14,587	33.9	27.9	5.5	1.4	.0015
Meagher	12,570	13,300	34.2	23.1	5.3	.6	.0007
Mineral	24,565	17,400	32.7	34.7	4.9	.2	.0013
Missoula	736,883	20,748	27.9	33.6	12.9	5.5	.0378
Musselshell	31,528	15,073	31.7	28.4	6.1	1.8	.0016
Park	117,171	19,528	29.1	33.1	12.0	3.8	.0056
Petroleum	3,067	12,308	38.5	14.5	1.0	5.0	.0000
Phillips	30,783	14,387	36.5	24.3	3.8	1.7	.0018
Pondera	53,076	19,672	26.9	34.6	9.7	4.9	.0029
Powder River	15,868	15,000	37.7	28.3	6.1	1.1	.0007
Powell	44,313	17,221	35.8	30.5	6.8	2.7	.0025
Prairie	9,327	10,906	35.1	15.0	2.9	1.1	.0004
Ravalli	167,650	16,059	32.8	29.2	7.1	1.9	.0078
Richland	126,293	24,114	21.7	35.0	18.1	8.3	.0056
Roosevelt	82,616	20,929	29.0	34.1	10.5	8.1	.0041
Rosebud	94,645	23,161	24.3	27.3	22.0	6.8	.0040
Sanders	58,444	14,315	37.2	25.6	3.4	1.9	.0030
Sheridan	53,229	23,082	23.5	33.8	16.1	8.5	.0023
Silver Bow	307,883	19,036	25.5	32.8	10.9	4.1	.0167
Stillwater	39,917	16,922	31.9	29.9	9.4	1.7	.0020
Sweet Grass	20,648	13,074	35.6	23.5	3.7	1.5	.0013
Teton	52,859	18,276	30.0	30.3	9.6	4.9	.0024
Toole	50,839	19,833	28.2	31.1	12.2	6.4	.0024
Treasure	6,025	13,294	38.4	19.3	6.0	.5	.0002
Valley	72,549	17,330	31.6	29.4	10.6	2.1	.0040
Wheatland	16,879	16,469	36.9	28.9	4.6	4.3	.0008
Wibaux	9,170	15,133	31.2	26.2	5.0	4.8	.0004
TOTAL METRO COUNTIES	**1,830,604**	**22,040**	**26.1**	**34.3**	**15.1**	**6.0**	**.0976**
TOTAL STATE	**6,764,717**	**19,598**	**28.7**	**32.4**	**11.9**	**4.6**	**.3457**

NEBRASKA

NEB.

ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**200.4**	**.0859**	**28.7**	**19.5**	**19.5**	**15.3**	**22.5**	**76.7**	**1,040,224**	**230,877**	**120,335**	**160,912**	**36,270**	**157,369**	**27,211**
Lancaster	200.4	.0859	28.7	19.5	19.5	15.3	22.5	76.7	1,040,224	230,877	120,335	160,912	36,270	157,369	27,211
• Lincoln	178.6	.0766	28.5	20.7	19.6	14.7	22.6	69.4	992,308	220,533	112,392	160,912	35,331	155,938	26,863
SUBURBAN TOTAL	21.8	.0093	30.8	9.7	17.5	20.5	22.1	7.3	47,916	10,344	7,943		939	1,431	348
OMAHA	**596.9**	**.2552**	**29.4**	**13.2**	**18.1**	**17.3**	**22.6**	**218.8**	**2,959,766**	**674,465**	**368,669**	**447,421**	**150,482**	**504,677**	**103,263**
Douglas	399.7	.1714	29.9	13.4	18.2	16.5	24.2	151.7	2,231,964	482,167	278,812	320,567	133,135	388,903	79,440
• Omaha	318.5	.1365	30.8	14.1	16.7	15.7	27.4	123.7	1,985,993	392,159	252,907	305,374	128,270	323,662	75,102
Sarpy	92.5	.0397	26.3	13.5	20.5	21.1	11.1	29.6	264,024	73,717	35,310	64,117	7,192	30,656	4,009
Washington	16.2	.0070	31.6	11.7	15.0	18.2	26.6	5.8	56,783	13,306	5,581	1,580	829	14,188	2,104
Pottawattamie, Iowa	*86.5*	*.0371*	*30.8*	*12.0*	*15.5*	*16.9*	*26.6*	*31.7*	*406,995*	*105,275*	*48,966*	*61,157*	*9,326*	*70,930*	*17,710*
• *Council Bluffs*	*56.0*	*.0240*	*30.5*	*13.2*	*15.9*	*15.5*	*27.5*	*21.3*	*347,523*	*94,157*	*34,695*	*60,931*	*8,787*	*66,979*	*15,980*
SUBURBAN TOTAL	220.4	.0947	27.6	11.7	20.8	20.2	14.4	73.8	626,250	188,149	81,067	81,116	13,425	114,036	12,181

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adams	30.8	.0132	32.3	14.3	15.6	15.4	30.5	12.3	188,277	29,036	17,050	35,362	5,406	31,195	3,165
Antelope	8.7	.0037	34.3	8.9	13.8	14.5	34.5	3.2	33,088	6,174	2,349	276	427	9,574	991
Arthur	.5	.0003	36.6	9.8	11.8	20.2	32.0	.2	489		92		26		
Banner	.9	.0003	34.3	9.2	13.7	19.8	29.2	.3	96		31		14		
Blaine	.9	.0004	33.1	9.8	12.8	18.6	29.0	.3	2,313	317	56			180	
Boone	7.3	.0032	34.7	9.8	12.4	14.9	34.8	2.7	34,282	7,475	2,129	3,139	603	7,841	935
Box Butte	15.1	.0064	29.1	13.9	18.8	14.0	24.8	5.6	69,004	23,379	5,237	6,270	1,161	9,804	2,810
Boyd	3.3	.0014	42.6	9.7	11.1	14.3	42.5	1.3	7,175	2,165	816	139	57	351	33
Brown	4.4	.0019	35.0	9.2	13.8	15.8	34.2	1.7	19,510	4,088	2,697	474	992	4,040	290
Buffalo	36.0	.0155	27.5	20.8	16.4	13.6	24.0	13.0	213,215	39,384	25,248	28,523	11,334	39,182	2,042
Burt	8.6	.0036	39.2	8.3	12.6	15.2	39.0	3.4	25,826	9,093	2,710	329	988	5,119	869
Butler	9.3	.0040	36.3	9.1	12.7	14.8	36.6	3.4	27,112	5,736	3,246	552	418	5,578	565
Cass	21.0	.0090	31.9	10.5	15.6	18.1	27.1	7.6	58,388	14,870	5,346	3,075	346	14,518	855
Cedar	11.2	.0048	32.2	10.0	12.5	13.4	33.0	4.0	37,472	5,169	3,553	490	264	4,154	841
Chase	5.0	.0022	33.5	8.8	14.0	16.5	31.4	1.9	22,983	6,920	1,055	704	695	3,230	986
Cherry	6.8	.0029	33.6	10.7	14.4	17.5	30.6	2.6	36,083	6,579	5,494	2,714	1,380	5,233	861
Cheyenne	9.8	.0042	34.0	11.4	13.7	15.8	32.9	4.0	65,148	12,584	2,789	1,679	1,224	10,240	1,580
Clay	8.1	.0035	34.4	10.1	13.4	15.7	33.5	3.0	19,536	5,067	1,753	171	1,280	2,764	210
Colfax	10.0	.0042	35.4	10.2	12.6	14.5	35.9	3.8	36,102	8,153	5,630	1,817	977	6,692	420
Cuming	11.6	.0050	33.8	9.9	12.9	15.2	33.2	4.1	44,069	11,944	2,666	1,664	849	13,512	938
Custer	13.9	.0060	36.9	8.6	13.5	15.3	36.7	5.3	55,680	15,206	4,650	3,016	1,673	9,479	1,532
☐ Dakota	17.7	.0076	28.7	12.1	18.3	15.8	22.7	6.3	83,868	24,134	9,215	714	2,335	14,207	4,330
Dawes	9.6	.0041	29.4	19.7	14.5	13.0	28.9	3.6	49,564	13,847	5,839	2,767	1,574	7,564	1,352
Dawson	23.1	.0099	31.8	10.4	16.1	16.2	28.6	8.7	116,811	25,564	8,747	9,463	3,955	20,238	4,306
Deuel	2.4	.0010	40.3	7.8	11.1	15.3	40.5	1.0	11,353	475	1,132	307	925	1,366	179
Dixon	7.1	.0031	34.3	9.7	13.1	15.0	34.0	2.6	10,614	2,762	1,542	298	49	1,438	661
Dodge	36.1	.0154	32.8	11.9	14.7	16.5	30.3	13.9	192,555	44,771	19,913	19,990	6,660	39,652	5,596
Dundy	2.9	.0012	40.0	8.9	13.4	14.3	40.5	1.2	9,294	2,742	970	1,083	176	1,498	141
Fillmore	7.9	.0034	37.3	8.1	13.7	15.7	36.8	3.0	23,118	5,621	4,217	1,441	202	2,346	749
Franklin	4.4	.0019	43.1	7.7	11.2	14.9	43.3	1.7	10,495	3,891	1,128	566	73	1,580	145
Frontier	3.6	.0015	33.3	12.5	13.8	16.5	31.2	1.4	7,423	1,381	743		78	2,567	49
Furnas	6.5	.0028	41.9	8.4	12.1	14.1	42.6	2.6	29,310	7,461	1,814	700	672	6,777	1,315
Gage	24.3	.0104	35.9	10.7	14.5	16.3	34.8	9.2	113,168	27,945	10,006	11,542	4,248	16,427	2,856
Garden	2.8	.0012	41.9	7.9	12.3	17.0	41.0	1.1	7,376	1,598	691	326	138	1,209	417
Garfield	2.4	.0010	39.5	7.7	11.5	16.7	38.9	.9	8,587	2,732	277	303		904	626
Gosper	2.1	.0009	36.6	9.4	12.7	16.8	35.0	.8	2,922	552	1,144	59	45	48	
Grant	.9	.0004	31.3	10.3	15.8	17.2	27.0	.3	1,966	527	46	184	27		
Greeley	3.4	.0015	35.3	8.8	11.4	14.4	35.9	1.2	14,121	1,347	1,056	278	22	408	149
Hall	49.1	.0210	30.7	11.5	17.4	16.2	26.3	18.5	339,658	33,157	41,526	90,553	9,085	46,932	3,624
Hamilton	9.5	.0041	32.4	9.8	15.5	16.7	29.3	3.5	35,265	7,201	2,262	1,827	624	6,469	1,543
Harlan	4.3	.0018	40.0	7.8	13.0	15.4	40.0	1.7	11,303	1,964	1,804	683	478	2,015	332
Hayes	1.3	.0006	34.1	8.9	14.9	17.1	31.6	.5	3,744	766	132		43		
Hitchcock	4.1	.0018	35.2	9.2	14.0	14.9	35.3	1.5	6,651	2,306	1,345		18	75	58
Holt	13.8	.0059	32.0	10.4	14.4	14.9	30.8	5.1	65,543	13,635	4,175	4,076	2,582	8,374	2,029
Hooker	1.0	.0004	37.5	9.3	13.1	15.9	36.7	.4	3,599	680	202	294		1,575	125
Howard	6.8	.0029	34.4	8.8	12.8	15.9	33.4	2.4	17,008	4,304	1,828	742	1,567	2,574	357
Jefferson	9.8	.0042	38.7	10.5	13.0	15.3	38.7	3.8	44,862	10,221	3,802	2,297	1,954	10,259	1,547
Johnson	5.1	.0022	40.2	8.5	11.5	15.3	40.1	2.1	15,611	3,456	2,215	772	244	244	1,133
Kearney	7.2	.0031	34.6	10.0	14.6	16.9	32.6	2.6	22,235	7,148	1,609	1,050	533	4,485	985
Keith	9.6	.0041	33.4	10.2	14.5	18.1	29.5	3.8	87,285	16,358	6,548	5,038	1,937	14,574	1,668
Keya Paha	1.3	.0006	34.0	9.8	12.8	17.6	31.2	.5	1,603	194	281	69	25		
Kimball	4.6	.0019	33.3	10.4	13.8	16.6	31.1	1.8	42,649	7,427	2,172	1,770	1,039	6,019	986
Knox	11.4	.0049	35.9	9.1	12.7	14.6	36.3	4.2	40,006	5,452	7,453	904	510	7,747	1,394
Lincoln	38.5	.0165	30.4	11.8	16.7	16.5	25.8	14.3	221,487	46,680	21,776	39,972	10,910	32,394	4,833
Logan	1.0	.0005	32.2	9.3	14.5	16.1	29.9	.4	968	81	84				
Loup	.9	.0003	36.4	10.3	10.9	17.8	33.9	.3	793	152	287	51	19		
McPherson	.6	.0003	37.5	10.3	10.7	16.4	36.1	.2	616	83	54				
Madison	32.7	.0140	30.8	14.4	16.1	14.6	28.7	12.2	212,751	48,458	17,958	30,304	10,584	35,295	5,836
Merrick	9.0	.0039	33.2	9.5	13.7	16.6	30.9	3.2	22,867	6,707	2,459	301	234	3,252	43
Morrill	6.1	.0026	34.2	9.8	13.9	16.3	32.6	2.4	19,387	6,065	1,414	1,501	866	5,071	645
Nance	4.6	.0020	35.4	9.3	12.5	14.8	35.4	1.7	7,857	2,800	1,021	244	468	562	284
Nemaha	8.4	.0036	33.8	12.8	15.5	13.7	34.4	3.2	27,525	7,796	3,526	2,650	78	4,305	442
Nuckolls	6.6	.0028	38.2	8.6	12.4	15.8	37.7	2.6	28,608	7,203	2,127	1,069	755	2,624	792
Otoe	15.2	.0065	37.1	9.0	13.2	15.5	36.8	5.8	83,522	18,892	8,485	3,918	2,411	19,360	1,891
Pawnee	3.8	.0016	45.6	7.5	10.7	14.8	45.5	1.6	9,776	2,229	693	84	192	2,366	264
Perkins	3.7	.0016	35.2	8.9	14.0	16.0	34.3	1.4	11,860	1,883	647	317	247	534	130
Phelps	9.9	.0043	35.0	9.6	14.8	16.4	33.6	3.7	56,916	12,704	3,005	2,880	2,341	11,762	2,109
Pierce	8.5	.0036	34.4	10.3	12.5	15.6	33.7	3.1	23,989	4,921	2,525	671	771	5,537	631
Platte	29.7	.0127	30.2	11.8	16.3	16.0	26.1	10.7	173,641	39,845	20,088	26,201	7,702	25,338	3,540
Polk	6.3	.0027	36.6	7.4	13.7	15.2	36.6	2.3	22,083	2,856	731	336	112	3,468	2,583
Red Willow	12.8	.0055	32.8	12.3	14.5	15.6	31.2	5.0	91,363	20,090	8,660	9,075	3,254	17,981	1,505
Richardson	11.1	.0048	40.1	8.9	12.3	14.8	40.6	4.5	48,637	11,889	2,820	5,408	1,515	10,577	1,386
Rock	2.4	.0010	32.9	8.8	16.4	15.8	30.8	.9	8,136	2,940	587	292	213	779	206
Saline	13.4	.0057	35.5	13.2	13.0	14.2	36.2	5.2	59,380	13,141	6,046	4,842	12,448	8,515	2,727
Saunders	19.3	.0083	33.6	9.4	14.4	16.8	31.2	6.9	58,796	14,806	4,664	1,775	6,198	8,655	1,844
Scotts Bluff	39.0	.0167	31.3	11.1	16.1	16.1	28.0	14.5	239,077	63,538	21,677	27,561	10,695	32,301	6,117
Seward	16.2	.0069	29.9	17.5	14.3	14.8	27.9	5.7	77,711	17,020	5,740	5,252	3,304	17,649	1,623
Sheridan	7.7	.0033	34.9	9.3	13.5	15.2	34.6	2.9	51,104	13,716	3,808	775	1,471	7,481	1,312
Sherman	4.1	.0018	38.1	7.7	11.2	14.9	38.2	1.5	9,701	2,571	694		495	1,646	524
Sioux	1.8	.0008	34.9	9.5	13.7	19.2	30.6	.7	2,475	241		220		140	
Stanton	6.8	.0029	29.3	10.8	16.0	15.8	25.2	2.4	6,875	1,860	1,358	43	45	126	

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Thayer	7.6	.0032	39.8	8.2	12.8	14.4	40.4	2.9	40,173	6,236	4,869	100	335	10,667	1,240
Thomas	1.0	.0005	31.6	9.7	16.2	17.9	26.6	.4	6,956	3,145	139			47	
Thurston	7.4	.0031	30.4	10.3	13.5	15.4	28.3	2.4	16,223	3,260	1,868	174	160	3,060	984
Valley	5.6	.0024	37.4	8.4	13.2	14.9	37.7	2.2	28,149	6,739	1,428	1,636	683	2,273	617
Wayne	9.7	.0041	28.7	22.7	12.9	14.5	27.4	3.4	39,153	4,959	4,140	4,081	745	10,686	343
Webster	4.7	.0020	42.4	6.8	10.8	15.6	42.5	1.9	13,706	3,073	1,319	535	1,016	2,890	776
Wheeler	1.1	.0005	29.7	10.6	15.2	14.3	27.6	.4	1,382	69	401				
York	15.1	.0065	32.5	12.0	15.4	15.9	30.3	5.7	84,866	20,296	7,600	9,838	1,416	19,560	2,116
TOTAL METRO COUNTIES	**726.5**	**.3116**	**29.1**	**15.0**	**18.8**	**16.8**	**22.1**	**270.1**	**3,676,863**	**824,201**	**449,253**	**547,890**	**179,761**	**605,323**	**117,094**
TOTAL STATE	**1,600.4**	**.6860**	**31.0**	**13.1**	**16.5**	**16.1**	**27.2**	**598.0**	**7,826,919**	**1,713,969**	**845,167**	**979,972**	**331,041**	**1,310,274**	**218,882**

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LINCOLN	**2,171,807**	**24,986**	**23.1**	**33.7**	**18.8**	**9.3**	**.0956**
Lancaster	2,171,807	24,986	23.1	33.7	18.8	9.3	.0956
• Lincoln	1,938,347	24,510	23.7	33.1	18.5	9.0	.0870
SUBURBAN TOTAL	233,460	28,753	17.8	38.4	22.1	12.3	.0086
OMAHA	**6,213,369**	**25,544**	**22.1**	**33.6**	**19.1**	**10.1**	**.2749**
Douglas	4,352,614	25,487	21.8	32.2	18.9	11.0	.1954
• Omaha	3,363,463	23,577	23.6	31.5	16.8	9.8	.1589
Sarpy	917,693	28,686	20.7	38.5	23.5	10.3	.0363
Washington	148,986	23,675	23.2	37.7	14.9	6.7	.0064
Pottawattamie, Iowa	*794,076*	*23,065*	*24.5*	*34.7*	*16.5*	*6.5*	*.0368*
• Council Bluffs	*506,998*	*21,713*	*26.2*	*34.1*	*15.0*	*5.3*	*.0260*
SUBURBAN TOTAL	2,342,908	29,497	18.5	36.8	24.1	12.0	.0900

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adams	280,018	20,096	26.9	34.4	11.1	4.8	.0143
Antelope	51,655	13,395	31.0	22.5	5.3	2.5	.0028
Arthur	3,236	12,889	35.5	18.0	4.5	3.5	.0002
Banner	5,417	14,000	39.9	21.7	4.7	3.7	.0001
Blaine	3,823	10,733	37.8	11.6	3.0	1.3	.0003
Boone	44,530	12,490	31.1	21.2	4.1	3.3	.0026
Box Butte	140,240	23,185	24.6	36.4	16.4	5.3	.0063
Boyd	15,541	9,827	35.1	11.2	1.8	.8	.0009
Brown	25,438	12,375	35.3	19.0	3.4	2.0	.0015
Buffalo	317,402	20,980	27.3	33.0	13.8	5.8	.0162
Burt	58,548	14,539	35.3	24.5	4.9	2.8	.0027

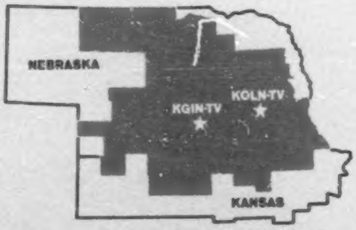
If you could buy only one TV station in Nebraska, which would you choose?

How about the one that's second in the nation in these day part shares: KOLN-TV/KGIN-TV.

TOTAL DAY (Tied for 2nd) .... ADI HH Share... 37%
EARLY FRINGE .... ADI HH Share... 43%
LATE NEWS .... ADI HH Share... 52%

KOLN-TV/KGIN-TV dominates the $3.1 billion Lincoln-Hastings-Kearney market you've got to cover if you want to cover Nebraska. Get all the facts and figures from your Avery-Knodel representative.

Television/Radio Age and Arbitron, May 1982.



A Felzer Station

KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Avery-Knodel Television National Representatives

NEB. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1982

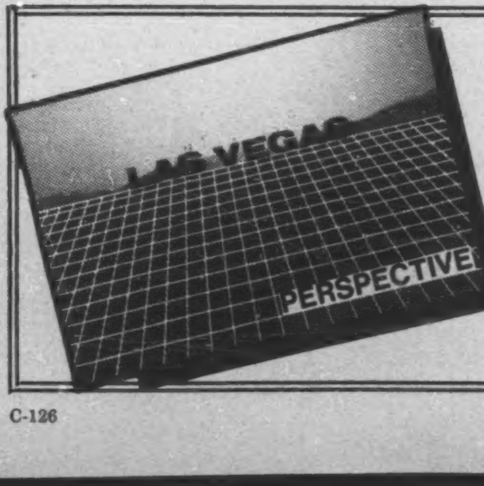
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Butler	64,214	16,305	31.6	28.6	6.6	3.6	.0031
Cass	184,912	22,510	26.8	36.3	15.6	4.8	.0077
Cedar	69,767	13,838	34.3	21.6	5.5	3.5	.0036
Chase	34,073	15,517	31.9	26.5	7.6	2.3	.0018
Cherry	47,784	15,158	40.2	21.5	6.7	3.6	.0027
Cheyenne	93,083	21,112	24.1	32.9	13.5	6.0	.0047
Clay	56,992	16,800	31.5	30.3	7.8	2.4	.0025
Colfax	74,827	16,723	31.0	28.2	8.5	4.1	.0037
Cuming	72,677	15,160	35.3	27.3	4.9	3.0	.0038
Custer	90,122	14,337	35.7	23.0	5.8	2.4	.0048
☐ Dakota	152,909	22,800	23.5	40.1	14.3	4.6	.0073
Dawes	73,532	16,031	29.6	26.3	10.3	3.4	.0038
Dawson	194,865	20,705	28.8	37.8	10.6	3.8	.0097
Deuel	23,145	20,212	30.2	33.8	11.5	5.4	.0011
Dixon	44,813	14,209	33.0	24.3	6.2	2.7	.0019
Dodge	323,317	20,552	27.6	34.2	12.2	4.9	.0158
Dundy	22,628	15,757	30.8	25.6	7.9	3.6	.0010
Fillmore	57,019	16,591	35.4	28.2	7.1	3.1	.0027
Franklin	30,472	14,918	33.6	24.4	5.2	3.8	.0014
Frontier	27,516	16,617	33.3	27.1	7.2	4.9	.0011
Furnas	42,264	13,560	34.4	23.5	4.8	1.2	.0023
Gage	194,419	18,208	31.3	30.9	9.7	4.1	.0096
Garden	18,604	14,048	37.7	24.1	3.4	2.5	.0009
Garfield	12,650	11,738	36.2	16.7	5.0	.4	.0008
Gosper	13,731	14,903	34.3	26.6	5.0	2.6	.0005
Grant	4,556	13,385	40.3	22.3	3.0	.7	.0002
Greeley	18,357	11,604	29.7	20.9	2.9	3.2	.0011
Hall	449,136	21,591	26.6	35.7	13.5	5.2	.0239
Hamilton	68,541	17,315	36.8	31.3	7.0	2.6	.0033
Harlan	30,324	15,127	30.9	24.8	6.7	3.4	.0014
Hayes	8,090	12,722	34.2	21.0	5.6	2.4	.0003
Hitchcock	29,811	17,288	33.3	29.6	8.3	3.3	.0013
Holt	78,913	13,109	36.8	21.0	3.7	1.8	.0049
Hooker	5,621	12,158	39.2	19.5	1.5	.5	.0002
Howard	41,920	15,184	37.8	25.5	6.3	1.5	.0020
Jefferson	70,729	15,925	33.5	28.5	5.2	3.1	.0038
Johnson	33,784	13,486	35.0	22.1	5.0	2.0	.0016
Kearney	63,044	20,962	27.9	33.6	12.4	6.8	.0026
Keith	87,140	20,842	28.4	35.8	12.5	4.3	.0052
Keya Paha	8,081	12,292	35.6	17.8	3.2	5.0	.0004
Kimball	48,047	23,220	25.6	32.7	14.7	9.3	.0026
Knox	65,448	12,637	33.8	21.0	3.7	2.3	.0036
Lincoln	348,010	22,328	25.3	37.8	14.8	4.4	.0174
Logan	4,582	9,727	32.3	14.3	1.5	.5	.0002
Loup	5,320	15,000	35.9	25.7	3.3	3.7	.0002
McPherson	3,214	13,167	33.5	23.0	3.0	3.0	.0001
Madison	299,036	21,607	25.7	33.1	14.4	6.8	.0155
Merrick	61,450	17,550	32.0	34.1	5.8	2.3	.0029
Morrill	37,937	13,260	34.6	21.2	5.0	1.8	.0019
Nance	26,937	13,348	35.3	22.6	3.5	1.9	.0012
Nemaha	71,845	18,904	28.7	29.2	12.5	4.9	.0031
Nuckolls	46,556	15,990	35.9	26.8	5.9	2.5	.0024
Otoe	127,795	19,215	27.8	32.7	10.7	4.6	.0066
Pawnee	22,634	11,716	34.5	17.8	4.1	.9	.0011
Perkins	32,127	20,152	25.6	30.7	13.1	6.6	.0013
Phelps	85,157	19,848	28.0	32.8	12.4	4.4	.0044
Pierce	53,866	15,032	37.0	26.6	4.1	2.5	.0026
Platte	253,736	22,062	25.2	37.0	13.8	5.0	.0132
Polk	40,448	15,427	35.5	26.8	6.3	1.8	.0020
Red Willow	120,288	20,698	27.8	31.4	14.1	6.3	.0064
Richardson	73,925	13,678	35.7	21.6	6.1	1.4	.0041
Rock	16,455	15,316	38.1	24.0	6.9	3.0	.0008
Saline	114,871	19,336	26.3	34.2	10.2	3.8	.0053
Saunders	158,277	20,401	28.7	34.1	12.7	4.3	.0069
Scotts Bluff	325,733	19,455	30.2	31.9	11.4	5.0	.0173
Seward	137,629	20,868	28.2	36.0	10.8	5.8	.0067
Sheridan	55,535	15,458	28.9	26.8	7.8	4.2	.0034
Sherman	20,546	12,134	38.2	19.1	1.7	.7	.0010
Sioux	13,747	16,400	35.5	27.6	5.3	5.0	.0006
Stanton	42,602	16,386	35.0	29.7	5.3	2.1	.0017
Thayer	49,074	14,822	35.2	25.2	5.6	1.6	.0029
Thomas	6,664	14,091	40.3	24.2	3.0	3.3	.0004
Thurston	40,044	13,917	36.0	21.9	5.3	2.6	.0020
Valley	34,882	13,132	36.4	20.2	4.4	2.3	.0021
Wayne	77,394	18,988	28.6	30.1	12.8	4.8	.0036
Webster	31,813	13,871	31.5	24.6	4.4	2.6	.0015
Wheeler	6,526	14,087	41.4	20.3	4.0	3.0	.0004
York	129,289	19,715	29.8	33.6	10.0	5.5	.0065
TOTAL METRO COUNTIES	**7,744,089**	**25,609**	**22.2**	**33.5**	**19.2**	**10.2**	**.3410**
TOTAL STATE	**14,644,769**	**21,131**	**26.6**	**31.9**	**14.1**	**6.8**	**.6890**

NEVADA

NEV.
ESTIMATES

POPULATION—12/31/82 · RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**514.0**	**.2204**	**30.7**	**13.1**	**18.7**	**20.0**	**21.9**	**199.8**	**3,118,637**	**696,956**	**304,781**	**403,143**	**121,032**	**553,530**	**117,660**
Clark	514.0	.2204	30.7	13.1	18.7	20.0	21.9	199.8	3,118,637	696,956	304,781	403,143	121,032	553,530	117,660
• Las Vegas	175.7	.0753	31.0	12.8	18.1	19.6	23.0	68.6	1,105,819	207,531	94,889	67,845	72,242	295,523	28,508



LAS VEGAS PERSPECTIVE

A key publication with statistics on the second fastest growing market in the U.S.

For your copy, contact:
Trudy Patterson, National Ad Manager
Las Vegas Review-Journal, P.O. Box 70
Las Vegas, NV 89125 (702) 383-0363

LAS VEGAS REVIEW-JOURNAL
Largest Newspaper in Nevada

NEV. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
North Las Vegas	48.4	.0207	24.4	15.4	17.4	16.6	14.7	15.3	197,969	69,501	22,272	43,046	3,876	7,499	8,665
SUBURBAN TOTAL	338.3	.1451	30.5	13.2	19.0	20.2	21.3	131.2	2,012,818	489,425	309,892	335,298	48,790	258,007	89,152
RENO	**212.5**	**.0911**	**31.7**	**13.8**	**20.4**	**19.5**	**23.7**	**87.0**	**1,730,995**	**282,507**	**136,761**	**187,617**	**89,340**	**298,706**	**168,187**
Washoe	212.5	.0911	31.7	13.8	20.4	19.5	23.7	67.0	1,730,995	282,507	136,761	187,617	89,340	298,706	168,187
• Reno	108.6	.0465	32.3	15.7	21.0	17.9	26.5	48.5	1,289,193	177,885	88,188	145,548	68,242	275,834	103,062
Sparks	44.1	.0189	30.3	13.5	20.6	19.5	20.8	16.9	263,945	53,301	14,858	33,061	9,905	13,238	42,419
SUBURBAN TOTAL	103.9	.0446	31.0	11.9	19.8	21.1	20.9	38.5	441,802	104,622	48,573	42,069	21,098	22,872	65,125
OTHER COUNTIES															
Carson City	34.9	.0149	33.1	11.5	18.0	20.0	26.5	13.7	252,922	44,068	16,955	22,370	17,308	48,379	15,499
Carson City	34.9	.0149	33.1	11.5	18.0	20.0	26.5	13.7	252,922	44,068	16,955	22,370	17,308	48,379	15,499
Churchill	14.8	.0063	32.1	11.6	15.1	17.7	28.0	5.5	75,863	15,705	2,618	1,804	1,870	26,518	3,138
Douglas	23.7	.0101	33.0	8.9	21.0	20.9	24.8	9.2	82,830	7,944	7,985	207	4,317	4,062	17,076
Elko	18.3	.0079	30.9	10.6	16.8	19.4	23.6	7.0	98,106	23,604	8,084	5,436	2,841	15,872	5,667
Esmeralda	.9	.0003	35.7	9.4	15.3	17.3	33.6	.3	2,831		1,046				
Eureka	1.2	.0006	30.2	12.0	17.3	18.6	23.1	.5	2,945	358	180			58	
Humboldt	11.5	.0049	30.4	11.8	18.0	18.8	22.9	4.2	57,875	11,450	4,915	3,586	757	3,879	424
Lander	4.9	.0021	27.3	14.8	19.7	18.4	16.4	1.9	22,292	6,473	5,254			252	301
Lincoln	4.1	.0017	29.3	9.5	13.6	16.3	26.0	1.4	13,206	5,155	1,562	1,444	44	2,607	
Lyon	15.3	.0066	33.6	9.1	15.3	18.5	29.4	5.8	36,364	8,636	3,277	1,001	1,086	6,333	1,232
Mineral	5.9	.0025	33.1	9.2	15.0	18.2	28.9	2.3	19,822	4,613	641	840	1,424	3,405	1,339
Nye	11.6	.0050	32.5	11.1	15.4	19.3	26.9	4.5	33,474	3,926	5,026	1,218	122	2,267	480
Pershing	3.7	.0016	32.5	11.8	15.6	18.1	28.0	1.4	19,496	3,791	950	133		1,405	158
Storey	1.7	.0007	33.4	12.1	17.4	20.6	26.6	.6	6,909	808	1,985	34			
White Pine	8.3	.0036	33.1	8.5	15.7	17.8	29.2	3.2	55,432	13,437	4,056	2,348	752	16,064	1,984
TOTAL METRO COUNTIES	**726.5**	**.3115**	**31.0**	**13.3**	**19.1**	**19.9**	**22.4**	**286.8**	**4,849,632**	**979,463**	**441,542**	**590,760**	**210,372**	**852,296**	**285,847**
TOTAL STATE	**867.3**	**.3803**	**31.2**	**12.8**	**18.9**	**19.7**	**22.1**	**348.3**	**5,429,999**	**1,129,431**	**506,076**	**631,181**	**240,893**	**987,[illegible]**	**323,145**

NEV.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAS VEGAS	**5,061,158**	**22,085**	**27.4**	**33.5**	**14.8**	**7.0**	**.2457**
Clark	5,061,158	22,085	27.4	33.5	14.8	7.0	.2457
• Las Vegas	1,692,769	21,390	26.7	32.5	14.2	6.7	.0842
North Las Vegas	324,938	19,089	31.9	34.5	10.0	3.1	.0170
SUBURBAN TOTAL	3,368,389	22,436	27.8	33.9	15.1	7.2	.1615
RENO	**2,349,939**	**23,408**	**26.8**	**33.1**	**16.8**	**8.6**	**.1196**
Washoe	2,349,939	23,408	26.8	33.1	16.8	8.6	.1196
• Reno	1,224,912	21,212	29.4	31.3	14.1	7.7	.0727
Sparks	450,070	24,882	25.8	35.7	20.1	6.1	.0213
SUBURBAN TOTAL	1,125,027	26,182	23.5	35.2	20.2	9.8	.0469
OTHER COUNTIES							
Carson City	348,758	22,917	25.9	34.3	16.2	6.9	.0180
Carson City	348,758	22,917	25.9	34.3	16.2	6.9	.0180
Churchill	109,553	16,503	34.3	27.1	9.0	2.8	.0059
Douglas	267,399	24,330	24.5	39.3	14.6	9.0	.0105
Elko	167,352	20,736	27.4	33.3	12.3	6.5	.0081
Esmeralda	8,198	25,111	20.7	36.3	18.7	7.0	.0002
Eureka	10,062	17,273	26.4	28.4	7.8	7.2	.0005
Humboldt	83,053	15,326	34.7	27.5	7.1	2.6	.0044
Lander	42,758	21,397	25.9	39.0	11.6	3.8	.0021
Lincoln	26,751	17,111	32.7	28.7	9.4	1.9	.0013
Lyon	114,263	17,261	31.6	30.9	7.7	3.2	.0050
Mineral	48,790	18,571	30.0	32.2	10.7	2.5	.0021
Nye	105,105	21,416	25.1	33.5	16.4	3.6	.0043
Pershing	33,058	19,537	27.5	27.8	11.1	9.8	.0016
Storey	13,912	20,579	29.0	36.5	13.3	2.0	.0007
White Pine	84,873	23,462	23.0	31.6	17.9	8.9	.0041
TOTAL METRO COUNTIES	**7,411,897**	**22,483**	**27.2**	**33.3**	**15.4**	**7.5**	**.3683**
TOTAL STATE	**8,874,982**	**22,121**	**27.3**	**33.3**	**15.0**	**7.2**	**.4341**

RENO: America's Fastest Changing market

"Our Numbers tell the story!"

Plan for tomorrow in Reno today. Reno is the boom market of the New West.
Reno is reflecting the changing buying attitudes of an increasingly affluent, mobile segment of America, and we've got the numbers to prove it.
Nevada is the Number One fastest growing state in the country.*

Reno has been identified as the 9th fastest growing metro area in the Nation.
Reno has experienced a 10% population growth since 1980.
Reno is the wealthiest metro in the country per capita, with a median family income of nearly $30,000.**
Reno ranks 7th in the nation by retail sales per household.

When you want to talk to the fastest growing, fastest changing marketplace in America, do it in the Gazette-Journal.
We're Number One in penetration and circulation.*** We cover the market like no one else.

Reno Gazette-Journal

*U.S. Bureau of the Census. **S&MM Survey of Buying Power. ***ABC Audit 1982 Represented Nationally by Gannett Newspaper Advertising Sales, New York (212) 949-0920. Los Angeles, San Francisco, Chicago, Atlanta, Detroit, Dallas and Philadelphia. Or contact Gayle Pierrat, National and Co-Op Manager (702) 788-6219.

NEW HAMPSHIRE

N.H. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**290.8**	**.1246**	**30.7**	**12.0**	**18.1**	**18.0**	**24.2**	**104.0**	**1,548,628**	**387,011**	**147,143**	**177,616**	**84,869**	**221,072**	**42,663**
Hillsborough	290.8	.1246	30.7	12.0	18.1	18.0	24.2	104.0	1,548,628	38[illegible],011	147,143	177,616	84,869	221,072	42,663
• Manchester	92.7	.0397	32.0	13.9	16.8	14.9	30.0	36.2	554,877	113,807	64,793	63,127	27,005	99,514	18,504
• Nashua	71.9	.0308	30.6	12.5	18.7	18.0	23.9	26.9	536,870	130,008	43,256	57,126	33,231	93,578	15,483
SUBURBAN TOTAL	126.2	.0541	29.9	10.2	18.9	20.2	20.1	40.9	456,881	143,196	39,094	57,363	24,633	27,980	8,676
PORTSMOUTH - DOVER - ROCHESTER	**293.9**	**.1260**	**30.1**	**13.7**	**18.5**	**18.1**	**22.8**	**105.0**	**1,702,736**	**477,009**	**168,158**	**157,452**	**76,237**	**230,791**	**49,787**
Rockingham	204.7	.0877	30.5	11.4	19.6	18.9	22.3	73.5	1,267,985	364,170	124,629	124,393	57,928	167,115	32,428
• Portsmouth	26.7	.0114	28.5	17.4	19.8	14.7	22.3	9.9	263,057	48,625	32,435	14,671	15,025	45,810	4,245
Strafford	89.2	.0383	28.8	19.1	16.0	16.2	23.8	31.5	434,751	112,839	43,529	33,059	18,309	63,676	17,359
• Dover	22.8	.0098	30.9	16.7	16.3	16.2	27.1	8.8	143,721	26,231	16,529	9,787	11,273	21,794	3,722
• Rochester	22.3	.0096	32.0	11.6	16.3	17.3	27.8	8.3	170,112	49,370	13,228	13,219	2,768	27,153	11,042
SUBURBAN TOTAL	222.1	.0952	30.0	13.2	18.7	18.8	21.9	78.0	1,125,846	352,783	105,966	119,775	47,171	136,034	30,778
OTHER COUNTIES															
Belknap	45.9	.0197	32.9	10.4	17.1	17.0	29.3	17.1	286,437	79,238	26,307	21,562	13,759	39,082	5,529
Carroll	30.8	.0132	35.7	9.0	16.7	17.1	33.8	12.5	177,977	48,103	21,357	8,051	6,234	13,512	3,338
Cheshire	64.4	.0276	31.6	13.5	16.7	16.8	27.5	23.2	254,081	75,849	22,756	21,238	11,623	33,247	4,576
Coos	35.2	.0151	33.7	10.3	15.2	16.3	31.7	13.4	169,366	49,022	14,842	14,200	5,005	20,862	4,081
Grafton	68.5	.0294	30.5	17.4	16.9	16.0	26.3	24.9	407,689	123,240	32,407	38,482	15,839	36,184	7,632
Merrimack	103.3	.0443	31.7	12.1	18.0	17.3	26.8	37.4	585,070	152,873	43,577	72,085	16,962	89,093	16,990
Sullivan	37.3	.0159	32.5	10.3	16.9	16.8	29.1	14.3	158,012	43,781	10,931	7,279	7,589	23,523	6,162
TOTAL METRO COUNTIES	**584.7**	**.2506**	**30.4**	**12.8**	**18.3**	**18.1**	**23.5**	**209.0**	**3,251,364**	**864,020**	**315,301**	**335,068**	**161,106**	**451,863**	**92,450**
TOTAL STATE	**970.1**	**.4158**	**31.0**	**12.7**	**17.8**	**17.6**	**25.4**	**351.8**	**5,289,996**	**1,436,126**	**487,473**	**517,965**	**238,117**	**707,366**	**140,758**

N.H. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**2,824,886**	**24,675**	**23.0**	**35.0**	**18.3**	**8.4**	**.1322**
Hillsborough	2,824,886	24,675	23.0	35.0	18.3	8.4	.1322
• Manchester	841,755	20,737	26.4	33.7	13.2	5.1	.0425
• Nashua	739,539	25,267	22.6	35.5	19.3	8.4	.0378
SUBURBAN TOTAL	1,243,592	27,913	20.2	36.2	22.1	11.2	.0519
PORTSMOUTH - DOVER - ROCHESTER	**2,840,781**	**24,563**	**23.3**	**35.8**	**18.0**	**7.9**	**.1371**
Rockingham	2,070,352	25,793	22.2	36.0	19.6	8.9	.0997
• Portsmouth	236,837	19,917	31.8	33.2	12.0	4.5	.0149
Strafford	770,429	21,832	25.8	35.2	14.3	5.5	.0374
• Dover	205,737	21,062	26.5	33.9	13.5	5.6	.0106
• Rochester	192,818	21,690	26.3	37.2	13.6	4.1	.0110
SUBURBAN TOTAL	2,205,389	25,960	21.5	36.2	19.7	9.0	.1006
OTHER COUNTIES							
Belknap	370,115	18,901	31.7	33.1	9.3	4.3	.0202
Carroll	259,293	17,541	34.5	29.5	7.5	5.0	.0136
Cheshire	559,143	21,313	27.8	36.0	12.9	4.9	.0252
Coos	258,362	17,435	31.5	32.3	7.1	2.6	.0136
Grafton	586,051	19,581	30.7	32.4	10.6	5.7	.0305
Merrimack	933,133	21,948	27.7	36.0	14.2	5.5	.0464
Sullivan	314,701	19,765	29.9	35.2	10.5	3.6	.0147
TOTAL METRO COUNTIES	**5,665,667**	**24,618**	**23.1**	**35.5**	**18.1**	**8.1**	**.2693**
TOTAL STATE	**8,946,465**	**22,582**	**25.9**	**34.8**	**15.3**	**6.8**	**.4335**

Find out about the fastest growing newspaper in the fastest growing part of the N.Y. A.D.I.

Contact Sawyer·Ferguson·Walker for complete details about this impressive growth story.

ASBURY PARK PRESS

MONMOUTH & OCEAN COUNTIES, N.J.
REPRESENTED BY SAWYER • FERGUSON • WALKER COMPANY, Inc.

NEW JERSEY

N.J. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ATLANTIC CITY	**289.3**	**.1240**	**35.0**	**11.2**	**14.8**	**15.4**	**34.6**	**111.5**	**1,751,972**	**462,268**	**263,739**	**140,441**	**52,934**	**199,458**	**36,054**
Atlantic	200.0	.0858	34.0	11.4	15.3	15.9	32.6	75.4	1,146,704	292,057	140,491	101,010	38,237	114,908	23,765
• Atlantic City	38.7	.0166	39.9	10.4	12.4	13.3	41.1	16.4	315,940	26,706	54,964	13,835	8,460	14,657	7,249
Cape May	89.3	.0382	38.4	10.6	13.8	14.3	39.1	36.1	605,268	170,211	123,248	39,431	14,697	84,550	12,289
SUBURBAN TOTAL	250.6	.1074	34.6	11.3	15.1	15.8	33.6	95.1	1,436,032	435,562	208,775	126,606	44,474	184,801	28,805
BERGEN - PASSAIC	**1,277.8**	**.5477**	**34.8**	**11.2**	**15.6**	**18.8**	**30.9**	**460.1**	**7,396,352**	**1,754,833**	**694,817**	**1,032,346**	**369,862**	**1,082,418**	**133,821**
Bergen	834.3	.3576	36.2	10.9	15.3	19.4	32.2	305.3	5,254,210	1,313,263	492,372	678,284	272,551	810,147	96,830
Passaic	443.5	.1901	32.6	11.8	16.1	17.7	28.3	154.8	2,142,142	441,570	202,445	354,062	97,311	272,271	36,991
Clifton	72.8	.0312	40.3	11.3	15.4	15.5	40.1	28.8	360,136	121,372	40,488	9,706	5,316	61,997	5,733
Passaic	52.0	.0223	31.2	11.8	16.6	16.5	27.2	19.3	173,883	32,082	20,308	4,264	8,702	17,444	5,964
• Paterson	136.8	.0586	28.8	12.5	16.5	16.4	23.3	46.5	205,191	44,265	18,234	10,644	18,224	27,573	6,771
Wayne Township	46.0	.0197	35.5	11.1	13.1	22.0	28.7	14.4	829,731	92,479	63,852	311,214	39,034	81,638	8,145
SUBURBAN TOTAL	1,141.0	.4891	35.7	11.0	15.5	19.1	31.9	413.6	7,191,161	1,710,568	676,583	1,021,702	351,638	1,054,845	127,050
JERSEY CITY	**544.5**	**.2334**	**33.2**	**12.2**	**16.2**	**17.3**	**29.7**	**207.1**	**1,922,203**	**606,124**	**175,688**	**119,780**	**80,996**	**206,139**	**50,701**
Hudson	544.5	.2334	33.2	12.2	16.2	17.3	29.7	207.1	1,922,203	606,124	175,688	119,780	80,996	206,139	50,701
Bayonne	63.5	.0272	36.6	11.7	16.0	15.3	36.4	25.3	203,317	55,516	25,591	1,986	12,055	6,760	7,460
• Hoboken	41.9	.0180	29.5	15.0	15.0	16.0	23.7	15.5	109,657	60,583	12,530	1,467	2,735	622	3,076
• Jersey City	215.5	.0924	31.1	12.2	16.4	16.3	27.2	79.3	707,606	202,205	69,759	51,785	29,757	84,671	21,902
North Bergen Township	47.1	.0202	37.3	11.0	16.2	18.3	34.6	19.2	299,753	130,955	19,111	18,665	7,088	55,393	1,858
Union City	55.4	.0237	33.6	12.3	15.1	20.1	27.8	21.1	182,511	57,894	12,205	19,994	10,574	28,611	7,074
SUBURBAN TOTAL	287.1	.1230	35.5	11.6	15.8	18.2	32.4	112.3	1,104,940	343,336	93,399	66,528	48,504	120,846	25,723
MIDDLESEX - SOMERSET - HUNTERDON	**895.7**	**.3840**	**32.1**	**13.0**	**16.9**	**19.5**	**25.6**	**305.7**	**4,476,612**	**1,193,096**	**414,598**	**483,592**	**215,764**	**585,755**	**86,884**
Hunterdon	92.9	.0399	32.6	9.7	16.6	22.3	23.7	30.9	440,018	135,293	31,089	19,683	19,977	66,203	4,716
Middlesex	597.8	.2562	31.6	14.2	17.1	18.5	25.7	204.5	2,994,776	805,517	271,971	385,805	139,239	344,060	51,342
Edison Township	71.3	.0306	32.3	12.5	17.8	19.8	25.4	24.7	471,563	69,405	53,295	104,250	11,438	27,499	12,124
• New Brunswick	41.4	.0177	24.6	32.1	16.0	10.9	21.4	13.7	163,115	9,769	12,500	22,768	24,354	37,270	1,063
Old Bridge Township	52.4	.0225	29.9	12.6	18.1	20.5	20.2	17.5	83,762	39,918	10,966	3,936	1,207	1,874	2,707
• Perth Amboy	39.0	.0167	32.9	11.9	15.5	15.5	31.2	14.1	283,230	73,763	23,732	5,721	9,240	76,002	5,784
Piscataway Township	42.6	.0183	27.0	21.9	19.1	18.7	15.9	12.9	41,387	5,565	9,351	795	929	551	373
Woodbridge Township	92.2	.0395	33.5	13.1	16.9	18.7	28.7	31.1	540,904	117,728	43,002	111,600	29,623	55,661	6,546
Somerset	205.0	.0879	33.6	10.8	16.3	21.3	26.4	70.3	1,041,818	252,286	111,538	78,104	56,548	175,492	30,826
SUBURBAN TOTAL	815.3	.3496	32.5	12.0	17.1	20.2	25.5	277.9	4,030,267	1,109,564	378,366	455,103	182,170	472,483	80,037

THE BEST SLICE OF THE NEW YORK ADI KEEPS GETTING BETTER

Total retail sales in the Jersey market increased by over $350 million in 1982, to $4,036,594,000* Even better, Jersey 2's $34,448* per household average spendable income is 16% higher than the New York ADI's and 35% higher than the nations's.

And with that quality you get quantity. Jersey 2 has the highest evenng circulation in New Jersey.

***Source: S&MM Survey of Buying Power 1983**

Jersey 2

Represented by:
- **Story and Kelly-Smith, Inc.**
- **Sawyer-Ferguson-Walker Co.**
- **Gannett Newspaper Advertising Sales**

The Courier-News, Bridgewater **The Home News, New Brunswick**
The News Tribune, Woodbridge

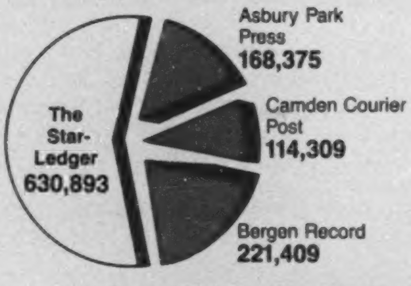
N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MONMOUTH - OCEAN	**898.0**	**.3850**	**34.3**	**9.7**	**15.2**	**17.6**	**31.4**	**327.2**	**4,211,661**	**1,219,362**	**419,611**	**408,309**	**173,296**	**685,845**	**97,792**
Monmouth	514.8	.2207	33.1	10.4	15.7	19.4	27.5	180.3	2,395,572	673,407	248,091	196,286	127,401	353,788	62,838
Middletown Township	65.0	.0279	32.2	10.1	15.0	20.9	24.9	20.3	236,934	110,733	11,499	26,538	16,191	14,689	11,057
Ocean	383.2	.1643	36.5	8.6	14.8	15.3	36.4	146.9	1,816,089	545,955	171,520	212,023	45,895	332,057	34,954
Brick Township	59.7	.0256	33.0	9.5	16.9	17.1	29.4	21.8	290,320	92,605	18,007	64,243	10,152	35,495	3,574
Dover Township	69.6	.0298	34.1	9.1	14.8	18.9	29.7	24.8	692,161	190,009	38,725	127,885	18,962	149,740	8,051
SUBURBAN TOTAL	898.0	.3850	34.3	9.7	15.2	17.6	31.4	327.2	4,211,661	1,219,362	419,611	408,309	173,296	685,845	97,792
NEWARK	**1,864.6**	**.7992**	**33.0**	**11.0**	**16.3**	**19.1**	**27.6**	**656.7**	**8,449,703**	**2,444,156**	**780,512**	**571,549**	**465,406**	**1,264,183**	**175,643**
Essex	828.9	.3553	32.4	11.5	15.9	18.0	27.9	297.3	3,250,029	881,437	306,445	316,429	190,806	412,286	72,538
Bloomfield Township	46.7	.0200	37.3	11.2	16.9	16.3	36.2	18.5	208,541	75,526	16,919	2,332	4,349	32,291	3,462
East Orange	78.0	.0334	30.6	12.2	18.6	18.1	23.6	29.4	161,271	37,210	16,482	1,453	7,340	46,747	3,527
Irvington Township	61.8	.0265	33.2	10.9	18.4	16.4	30.3	25.2	189,763	47,431	13,369	17,394	7,825	29,841	6,980
• Newark	318.1	.1363	28.2	12.5	15.5	17.4	22.1	108.9	676,519	160,795	103,005	89,533	54,325	48,915	21,194
Morris	414.2	.1775	32.5	10.7	16.8	21.7	24.0	138.1	2,223,881	732,693	214,882	136,208	79,449	330,140	38,782
Parsippany - Troy Hills Township	49.9	.0214	31.5	11.7	21.2	21.9	20.6	17.9	234,249	98,329	28,439	10,594	6,418	20,435	3,056
Sussex	127.6	.0547	30.4	9.0	19.8	20.1	20.8	41.9	430,475	178,219	30,483	17,290	7,684	51,710	10,504
Union	493.9	.2117	35.5	11.1	15.1	18.4	32.3	179.4	2,545,318	651,807	228,702	101,622	187,467	470,047	53,819
• Elizabeth	104.1	.0446	33.3	12.3	16.2	17.3	29.9	39.2	391,771	121,375	33,368	13,909	25,105	81,542	10,184
Plainfield	45.1	.0193	30.4	11.9	17.5	18.1	23.7	15.6	113,705	15,224	6,441	18,025	9,238	25,008	1,778
Union Township	49.4	.0212	42.3	11.2	13.0	16.5	41.6	18.4	425,142	67,704	36,812	50,962	59,763	80,663	6,357
SUBURBAN TOTAL	1,442.4	.6183	34.0	10.6	16.4	19.5	28.7	508.6	7,381,413	2,161,986	644,139	468,107	385,976	1,133,726	144,265
TRENTON	**308.7**	**.1323**	**32.6**	**13.5**	**16.3**	**17.9**	**28.2**	**108.7**	**1,555,380**	**427,128**	**133,245**	**188,599**	**85,277**	**175,795**	**32,552**
Mercer	308.7	.1323	32.6	13.5	16.3	17.9	28.2	108.7	1,555,380	427,128	133,245	188,599	85,277	175,795	32,552
Hamilton Township	83.3	.0357	34.4	11.1	16.7	18.5	30.5	30.3	427,580	166,145	43,827	16,816	9,380	71,550	12,319
• Trenton	89.9	.0385	31.0	12.5	16.6	14.9	28.5	32.5	153,646	25,079	29,515	11,618	8,882	8,611	3,543
SUBURBAN TOTAL	218.8	.0938	33.3	13.9	16.2	19.1	28.1	76.2	1,401,734	402,049	103,730	176,981	76,395	167,184	29,009
VINELAND - MILLVILLE - BRIDGETON	**135.9**	**.0583**	**31.5**	**11.0**	**15.5**	**17.2**	**27.4**	**46.2**	**607,854**	**212,310**	**48,277**	**52,011**	**28,545**	**87,608**	**15,353**
Cumberland	135.9	.0583	31.5	11.0	15.5	17.2	27.4	46.2	607,854	212,310	48,277	52,011	28,545	87,608	15,353
• Bridgeton	18.5	.0079	30.5	12.0	14.2	14.0	29.7	6.7	97,478	18,514	3,752	2,445	5,971	31,177	5,916
• Millville	25.8	.0111	31.3	11.3	16.5	16.8	27.1	9.6	92,690	33,884	8,783	2,091	3,266	15,571	950
• Vineland	54.8	.0235	31.5	11.0	15.8	17.6	26.9	18.1	322,980	106,992	26,272	43,418	18,328	36,020	7,542
SUBURBAN TOTAL	36.8	.0158	32.1	10.3	15.4	18.5	27.6	11.8	94,706	52,920	9,470	4,057	980	4,840	945

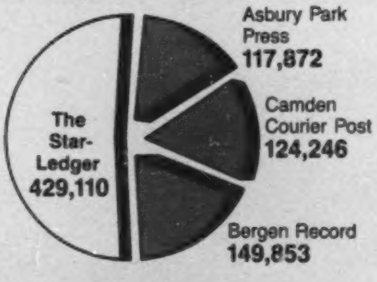
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers combined.

Sunday Circulation



Daily Circulation



For more information about The Star-Ledger's selling power, contact
Walter Schwartz, National Advertising Manager, (201) 877-4214.

The Star-Ledger

New Jersey's Largest Newspaper
Total Circulation: 429,110 daily — 630,893 Sunday
Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Source: ABC Fas Fax 3/31/83

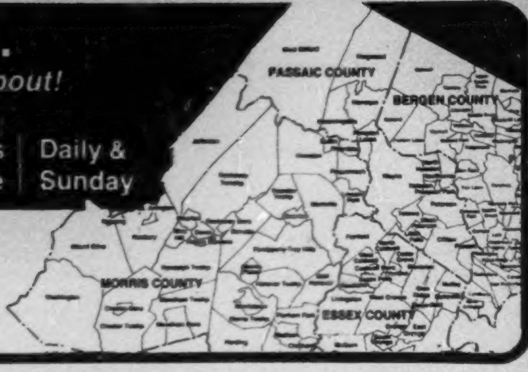
Check out Quad County, N.J.

. . . an un-metro market you ought to know more about!

Bergen - Passaic - Morris - Essex Counties . . .
served by Drukker Newspapers, Inc
(201) 365-3232 • (212) 594-6310

The Herald-News
The Daily Advance

Daily &
Sunday



Rank as an SMSA — (Source: Sales & Marketing Management 1980)
11th in E.B.I.: $23,627,997,000
12th in Entertainment/Travel Sales: $896,829,000
12th in Retail Sales: $10,834,204,000

N.J. (cont.)
ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
☐ Burlington	376.6	.1614	30.1	13.2	17.3	19.3	22.2	123.3	1,655,134	363,942	161,277	248,224	45,476	349,349	25,697
☐ Camden	477.7	.2048	31.4	11.7	16.6	17.4	26.7	169.7	2,240,242	567,077	220,781	225,731	128,211	304,259	56,111
• Camden	81.9	.0351	26.2	12.7	14.4	14.0	23.4	28.0	147,565	35,974	16,487	2,883	10,719	20,683	8,318
Cherry Hill Township	70.8	.0303	35.2	9.7	12.9	23.1	27.2	23.2	626,853	147,452	64,112	85,609	47,024	120,073	7,694
Gloucester Township	46.5	.0199	29.1	12.1	21.4	18.1	19.2	16.0	78,627	23,214	7,116	12,188	1,353	5,464	1,945
☐ Gloucester	208.7	.0894	30.1	12.7	17.2	17.8	23.7	70.3	1,045,528	215,164	75,516	162,888	28,482	165,163	16,379
☐ Salem	66.1	.0283	32.2	10.6	15.6	17.5	28.2	23.4	220,401	59,865	22,229	9,293	10,208	49,317	3,516
☐ Warren	87.7	.0376	32.7	10.8	16.4	18.2	28.0	31.1	392,921	126,041	30,168	16,239	10,940	38,745	11,517
TOTAL METRO COUNTIES	**7,431.3**	**3.1854**	**33.0**	**11.5**	**16.0**	**18.4**	**28.5**	**2,641.0**	**35,925,963**	**9,651,366**	**3,440,458**	**3,659,002**	**1,695,297**	**5,194,034**	**742,020**
TOTAL STATE	**7,431.3**	**3.1854**	**33.0**	**11.5**	**16.0**	**18.4**	**28.5**	**2,641.0**	**35,925,963**	**9,651,366**	**3,440,458**	**3,659,002**	**1,695,297**	**5,194,034**	**742,020**

N.J.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ATLANTIC CITY	**2,691,964**	**20,308**	**28.0**	**30.1**	**13.5**	**7.2**	**.1345**
Atlantic	1,836,951	20,762	26.8	30.5	13.9	7.4	.0907
• Atlantic City	290,028	13,350	29.8	21.5	6.6	4.0	.0186
Cape May	854,953	19,478	30.8	29.1	12.7	6.7	.0438
SUBURBAN TOTAL	2,401,876	21,590	27.7	31.6	14.7	7.7	.1159

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BERGEN - PASSAIC	**15,425,176**	**30,007**	**17.7**	**29.1**	**22.0**	**18.3**	**.6666**
Bergen	11,199,832	33,068	15.8	28.1	23.9	22.3	.4728
Passaic	4,225,344	24,464	21.5	31.0	18.3	10.3	.1938
Clifton	842,389	26,831	20.3	33.1	20.6	11.7	.0355
Passaic	406,543	17,401	26.9	27.5	11.3	4.7	.0186

Coming In September

Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the September 12 issue. **Ads close August 22.**

For information call: 212/986-4800

N.J. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
● Paterson	939,802	16,970	27.2	28.0	10.6	3.9	.0390
Wayne Township	581,068	37,286	11.6	27.5	27.1	27.9	.0399
SUBURBAN TOTAL	14,485,374	31,596	16.6	29.2	23.3	19.9	.6276
JERSEY CITY	**4,769,786**	**19,942**	**25.0**	**29.2**	**14.2**	**6.4**	**.2091**
Hudson	4,769,786	19,942	25.0	29.2	14.2	6.4	.2091
Bayonne	660,778	23,287	23.1	30.7	17.3	9.1	.0262
● Hoboken	312,226	16,396	28.8	25.8	10.0	4.3	.0138
● Jersey City	1,702,230	18,116	26.6	27.4	12.9	5.2	.0770
North Bergen Township	476,002	22,800	21.4	32.4	16.6	7.2	.0232
Union City	428,849	17,505	29.0	28.4	10.7	4.2	.0196
SUBURBAN TOTAL	2,755,330	21,873	23.2	31.0	15.7	7.6	.1183
MIDDLESEX - SOMERSET - HUNTERDON	**10,583,465**	**32,249**	**15.2**	**30.9**	**25.9**	**18.1**	**.4427**
Hunterdon	1,115,432	33,111	14.8	30.4	26.3	19.7	.0457
Middlesex	6,748,126	31,128	15.9	32.0	25.5	15.8	.2884
Edison Township	898,410	33,942	12.6	33.2	27.9	19.6	.0397
● New Brunswick	334,858	19,297	27.5	28.9	12.3	7.1	.0157
Old Bridge Township	574,358	31,736	14.5	35.0	27.5	14.3	.0200
● Perth Amboy	333,200	20,440	24.0	29.5	15.0	6.5	.0187
Piscataway Township	460,312	33,291	14.3	33.3	28.5	17.0	.0154
Woodbridge Township	1,051,124	32,566	14.7	32.7	28.4	15.6	.0469
Somerset	2,719,907	35,529	13.3	28.1	26.7	24.2	.1086
SUBURBAN TOTAL	9,915,407	33,372	14.1	31.1	27.1	19.3	.4083
MONMOUTH - OCEAN	**9,726,920**	**26,183**	**22.3**	**30.6**	**19.7**	**12.9**	**.4160**
Monmouth	5,943,205	29,372	18.6	28.7	22.0	17.4	.2464
Middletown Township	795,407	36,449	11.9	26.2	27.2	25.9	.0304
Ocean	3,783,715	22,929	26.7	33.1	16.9	7.3	.1696
Brick Township	604,604	26,199	21.9	36.4	20.5	8.2	.0270
Dover Township	704,810	25,691	23.2	32.5	19.5	10.7	.0411
SUBURBAN TOTAL	9,726,920	26,183	22.3	30.6	19.7	12.9	.4160
NEWARK	**21,319,306**	**28,638**	**18.1**	**27.6**	**20.9**	**17.7**	**.8813**
Essex	8,195,969	22,604	21.8	26.6	16.2	12.5	.3484
Bloomfield Township	531,752	26,749	20.8	33.2	22.1	10.7	.0219
East Orange	669,113	19,248	26.8	27.7	14.1	6.3	.0265
Irvington Township	561,307	20,025	26.0	31.1	14.7	4.3	.0234
● Newark	2,006,252	14,647	26.2	24.0	9.6	3.4	.0919
Morris	5,524,845	36,949	12.2	27.6	27.4	26.6	.2234
Parsippany - Troy Hills Township	658,698	34,546	13.6	32.1	28.1	20.9	.0258
Sussex	1,330,566	29,898	16.6	36.5	24.7	12.7	.0533
Union	6,267,926	31,471	16.7	27.6	22.8	20.7	.2562
● Elizabeth	1,023,440	22,851	23.0	31.0	16.8	8.7	.0432
Plainfield	467,083	27,055	19.7	29.6	21.2	13.7	.0177
Union Township	618,974	31,846	17.2	28.1	25.6	18.4	.0301
SUBURBAN TOTAL	18,289,614	32,418	15.9	28.3	23.6	21.5	.7462
TRENTON	**3,326,492**	**26,993**	**20.1**	**30.2**	**20.6**	**13.7**	**.1454**
Mercer	3,326,492	26,993	20.1	30.2	20.6	13.7	.1454
Hamilton Township	894,466	28,522	18.6	35.6	25.1	9.4	.0394
● Trenton	675,768	17,487	27.5	28.0	11.0	4.6	.0275
SUBURBAN TOTAL	2,650,724	31,368	17.0	31.1	24.7	17.6	.1179
VINELAND - MILLVILLE - BRIDGETON	**1,079,207**	**20,646**	**27.1**	**33.0**	**13.6**	**5.2**	**.0531**
Cumberland	1,079,207	20,646	27.1	33.0	13.6	5.2	.0531
● Bridgeton	131,490	16,996	30.7	27.3	9.4	3.5	.0073
● Millville	224,274	21,716	24.5	36.4	13.8	4.8	.0099
● Vineland	443,140	21,374	27.2	33.2	13.9	6.5	.0237
SUBURBAN TOTAL	280,303	21,097	27.0	33.2	15.2	4.5	.0122
OTHER COUNTIES							
☐ Burlington	3,911,112	28,825	19.4	34.2	23.4	12.6	.1675
☐ Camden	4,616,255	24,367	22.5	31.2	18.5	10.0	.2085
● Camden	450,851	12,982	30.2	21.9	6.3	1.7	.0214
Cherry Hill Township	929,869	38,104	12.6	23.9	28.1	28.2	.0446
Gloucester Township	460,212	27,400	20.2	37.1	22.4	8.9	.0167
☐ Gloucester	1,979,910	27,022	20.6	35.2	21.7	8.9	.0920
☐ Salem	698,782	28,550	19.4	29.5	23.9	12.4	.0278
☐ Warren	874,687	25,909	21.6	35.4	20.3	9.0	.0383
TOTAL METRO COUNTIES	**81,003,002**	**27,286**	**19.9**	**29.9**	**20.5**	**14.4**	**3.4828**
TOTAL STATE	**81,003,002**	**27,286**	**19.9**	**29.9**	**20.5**	**14.4**	**3.4828**

Copyright notice and rights of reproduction

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

1 JERSEY NETWORK

The largest suburban daily buy in Northern New Jersey. 235,000 circulation.

Elizabeth Journal/Morristown Record/Newton New Jersey Herald/Paterson News/Red Bank Register/Union City Dispatch (Toms River Ocean County Observer - Optional Network buy totals 261,000 circulation)

Nationally marketed by
LANDON

NEW MEXICO

N.M.
ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**450.1**	**.1929**	**29.2**	**14.2**	**19.3**	**17.7**	**21.2**	**169.2**	**2,346,528**	**485,283**	**227,681**	**322,822**	**152,339**	**483,321**	**58,790**
Bernalillo	450.1	.1929	29.2	14.2	19.3	17.7	21.2	169.2	2,346,528	485,283	227,681	322,822	152,339	483,321	58,790
• Albuquerque	356.2	.1527	29.6	14.4	19.9	17.5	21.8	139.1	2,202,517	423,919	209,186	319,570	150,476	468,532	54,607
SUBURBAN TOTAL	93.9	.0402	27.5	13.8	17.5	18.2	18.6	30.1	144,011	61,364	18,495	3,252	1,863	14,789	4,183
LAS CRUCES	**104.0**	**.0446**	**25.8**	**17.8**	**16.2**	**16.1**	**18.9**	**34.4**	**399,086**	**96,186**	**38,123**	**45,055**	**16,785**	**80,251**	**7,908**
Dona Ana	104.0	.0446	25.8	17.8	16.2	16.1	18.9	34.4	399,086	96,186	38,123	45,055	16,785	80,251	7,908
• Las Cruces	47.6	.0204	28.0	16.8	16.5	16.4	22.2	18.0	357,229	93,575	32,725	43,570	16,582	66,798	6,419
SUBURBAN TOTAL	56.4	.0242	24.3	18.5	16.2	15.9	16.1	16.4	41,857	2,611	5,398	1,485	203	13,453	1.489
OTHER COUNTIES															
Catron	3.0	.0013	32.0	9.4	15.4	16.9	28.5	1.0	2,861	1,515	328	137			
Chaves	53.6	.0230	31.8	11.6	14.3	15.6	29.8	20.0	310,046	63,975	23,576	41,919	11,990	58,010	6,727
Cibola	32.6	.0139	29.1	10.5	16.4	18.6	21.8	10.1	104,653	34,011	5,984	5,929	1,801	21,383	3,459
Colfax	14.1	.0061	30.8	10.5	15.2	15.7	28.0	5.2	73,988	15,803	8,120	3,434	1,492	13,467	1,861
Curry	42.6	.0182	27.4	14.8	16.5	16.2	21.2	15.3	200,325	40,246	12,898	28,616	11,624	50,912	4,601
De Baca	2.5	.0011	40.7	7.7	12.1	16.6	39.8	1.0	7,441	2,076	473	53		2,843	102
Eddy	50.2	.0215	30.5	11.4	15.2	15.6	27.6	17.7	230,783	72,145	17,268	21,617	8,778	44,429	5,865
Grant	27.6	.0118	29.3	11.0	15.5	16.5	24.7	9.4	109,201	36,607	5,347	12,241	4,051	16,453	2,239
Guadalupe	4.5	.0020	29.0	11.5	14.0	16.5	25.1	1.5	30,378	3,896	4,913	779	313	1,009	
Harding	1.1	.0004	36.1	8.7	14.9	13.3	37.6	.4	2,833	320	237	905		710	
Hidalgo	6.3	.0027	27.2	10.8	16.0	15.3	22.2	2.1	26,594	5,748	2,090	2,783		3,292	146
Lea	58.1	.0249	27.9	12.6	16.1	16.7	21.8	20.4	316,397	83,209	19,456	23,685	17,310	76,331	9,926
Lincoln	12.3	.0053	33.0	8.9	17.5	17.7	28.8	4.8	66,996	23,162	8,548	5,558	2,135	12,384	798
Los Alamos	18.3	.0078	33.7	6.7	15.6	26.7	21.2	6.8	62,868	27,548	3,893	5,763	738	600	1,761
Luna	16.7	.0072	34.9	9.1	11.6	14.9	35.1	6.1	65,367	22,914	3,663	3,378	2,874	7,494	2,061
McKinley	60.4	.0259	23.0	13.8	16.8	15.5	13.7	16.9	329,294	93,683	22,673	31,027	15,821	41,807	6,658
Mora	4.2	.0018	30.6	10.5	13.6	14.3	29.7	1.4	3,369	614	184	815	30		55
Otero	45.4	.0195	26.7	15.6	17.7	17.6	17.8	15.5	160,659	43,017	16,106	21,630	9,628	23,370	1,482
Quay	10.4	.0044	33.7	9.0	13.7	16.5	31.7	4.1	58,406	14,432	6,711	3,740	533	6,769	1,700
Rio Arriba	30.4	.0130	26.8	12.2	15.9	16.4	20.6	9.8	107,162	43,755	5,704	5,964	1,494	15,207	2,521
Roosevelt	15.4	.0066	28.5	19.2	13.9	14.4	26.5	5.8	54,914	16,444	6,464	7,763	1,178	9,285	1,294
Sandoval	40.4	.0174	29.1	10.7	16.7	16.5	23.8	12.6	37,045	10,863	6,743	3,353	728	520	582
San Juan	92.7	.0397	25.2	13.6	17.7	16.5	16.2	30.1	465,130	124,605	30,092	50,136	10,229	105,383	9,345
San Miguel	23.0	.0099	28.6	14.0	15.9	15.6	24.2	7.7	69,184	22,087	5,011	6,218	3,586	8,374	1,287
Santa Fe	81.1	.0347	30.1	11.3	19.9	18.7	21.5	29.7	454,998	94,592	56,764	44,735	20,989	69,058	15,246
Santa Fe	51.8	.0222	31.0	11.3	19.2	18.8	23.4	19.9	432,915	91,363	53,511	44,634	20,185	66,069	15,246
Sierra	8.9	.0038	50.6	6.5	8.4	13.7	50.6	3.9	27,758	12,906	2,753	1,273	428	1,109	843
Socorro	13.5	.0058	26.5	15.5	15.9	15.4	21.1	4.3	46,247	11,803	4,110	2,886	125	8,031	289
Taos	20.0	.0086	29.1	10.1	17.8	18.0	21.5	7.1	93,021	23,373	11,481	9,013	1,223	12,979	841
Torrance	8.3	.0035	31.0	9.3	15.6	16.5	27.3	2.9	41,042	4,664	1,956	632	33	14,313	500
Union	4.7	.0021	35.4	8.4	12.7	16.9	33.6	1.7	15,346	5,880	1,262	1,506	814	1,068	329
Valencia	35.3	.0151	26.6	12.6	16.9	17.0	18.8	12.2	145,959	48,378	8,421	8,783	2,400	29,529	4,515
TOTAL METRO COUNTIES	**554.1**	**.2375**	**28.7**	**14.9**	**18.8**	**17.4**	**20.7**	**203.6**	**2,745,614**	**581,469**	**265,804**	**367,877**	**169,124**	**563,572**	**66,698**
TOTAL STATE	**1,391.7**	**.5965**	**28.6**	**13.3**	**17.3**	**17.0**	**21.8**	**491.1**	**6,465,879**	**1,585,740**	**569,033**	**724,148**	**301,469**	**1,219,691**	**153,731**

N.M.
ESTIMATES

EFFECTIVE BUYING INCOME
1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**3,890,966**	**19,788**	**29.2**	**31.1**	**12.7**	**5.7**	**.1923**
Bernalillo	3,890,966	19,788	29.2	31.1	12.7	5.7	.1923
• Albuquerque	3,213,625	20,118	28.6	31.6	13.1	5.7	.1646
SUBURBAN TOTAL	677,341	18,355	32.1	29.2	10.6	5.6	.0277

ESTIMATES

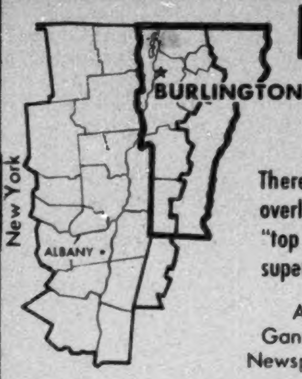
EFFECTIVE BUYING INCOME
1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS CRUCES	**679,304**	**15,703**	**31.1**	**25.3**	**8.8**	**4.3**	**.0356**
Dona Ana	679,304	15,703	31.1	25.3	8.8	4.3	.0356
• Las Cruces	361,972	16,867	28.3	27.7	9.9	4.4	.0222
SUBURBAN TOTAL	317,332	14,700	34.0	22.9	7.5	4.3	.0134

YOU CAN'T REACH ALL OF NEW MEXICO WITHOUT...

The El Paso Times/El Paso Herald-Post

Serving Southern New Mexico for over 102 years
Served by Gannett Newspaper Advertising Sales/Story & Kelly-Smith



Burlington, Vt. ...a major part of the Albany food district!

There's more to the Albany food brokerage district than just the Greater Albany area. Avoid the wasteful, overlapping coverage that comes with using all three Albany area papers and make Burlington one of the "top 3" markets instead. You get six new counties (with half of Vermont's total population and 35 chain supermarkets), 53% reach by The Burlington Free Press, and ... best of all ... no duplicated coverage!

A Gannett Newspaper

The Burlington Free Press

Burlington, Vt.
802-863-3441

N.M. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Catron	13,950	11,200	33.0	19.9	1.7	1.1	.0006
Chaves	400,020	16,164	32.7	26.4	8.3	4.2	.0223
Cibola	242,237	22,247	23.8	34.1	16.3	5.8	.0112
Colfax	98,244	15,786	30.1	28.3	7.5	3.6	.0056
Curry	298,081	15,729	35.0	25.8	8.3	2.7	.0158
De Baca	15,427	12,026	34.1	18.6	3.9	2.9	.0008
Eddy	394,316	19,598	28.4	33.1	11.2	4.5	.0196
Grant	228,752	22,911	21.5	33.8	16.3	6.2	.0106
Guadalupe	21,043	11,466	33.8	16.6	3.7	1.7	.0017
Harding	6,591	13,687	38.5	18.5	6.0	3.0	.0004
Hidalgo	36,807	15,000	31.0	31.8	5.3	.9	.0020
Lea	539,442	24,789	21.3	36.8	16.4	7.8	.0260
Lincoln	98,843	17,016	30.3	27.6	9.3	5.1	.0052
Los Alamos	264,378	38,236	9.9	27.2	32.6	25.0	.0094
Luna	94,543	11,982	32.5	19.7	4.7	2.3	.0054
McKinley	285,680	14,043	26.9	25.4	7.3	2.4	.0208
Mora	16,253	9,000	28.7	15.3	1.1	.5	.0007
Otero	340,795	18,536	34.9	30.6	11.2	3.4	.0162
Quay	68,297	14,185	34.6	22.2	6.3	2.1	.0041
Rio Arriba	141,509	12,294	32.8	21.6	3.4	.8	.0087
Roosevelt	95,899	12,169	28.2	21.0	5.9	2.9	.0050
Sandoval	275,486	19,209	31.4	32.2	11.1	4.3	.0109
San Juan	707,546	21,905	22.2	33.1	15.5	5.8	.0369
San Miguel	115,439	11,763	31.9	19.8	4.4	1.4	.0066
Santa Fe	686,841	19,673	28.7	30.9	12.5	5.7	.0352
Santa Fe	460,680	19,782	28.1	30.5	13.6	5.3	.0269
Sierra	63,393	13,110	32.7	20.4	6.2	2.2	.0028
Socorro	69,376	13,006	35.9	20.4	4.4	2.2	.0041
Taos	126,624	14,576	31.9	24.1	6.6	3.2	.0072
Torrance	43,057	12,621	37.5	17.7	4.3	1.7	.0028
Union	32,078	14,418	31.3	22.9	6.1	5.2	.0016
Valencia	242,764	17,443	32.6	29.4	9.9	2.9	.0125
TOTAL METRO COUNTIES	**4,570,270**	**19,081**	**29.5**	**30.2**	**12.0**	**5.4**	**.2279**
TOTAL STATE	**10,633,981**	**18,352**	**28.9**	**29.4**	**11.4**	**5.0**	**.5406**

NEW YORK

N.Y.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**850.0**	**.3645**	**32.4**	**12.7**	**16.4**	**16.5**	**29.2**	**316.6**	**3,982,370**	**1,118,534**	**396,778**	**414,619**	**155,869**	**579,826**	**102,340**
Albany	288.5	.1237	32.3	14.6	17.0	15.7	29.8	111.1	1,606,129	395,983	184,999	176,805	81,480	226,918	28,456
• Albany	100.4	.0430	31.4	19.5	17.3	12.4	31.4	41.6	401,922	115,163	55,302	8,730	19,703	79,636	5,646
Greene	43.2	.0185	35.4	10.5	14.0	16.8	33.7	16.5	176,167	69,262	13,566	9,807	3,517	30,099	4,624
Montgomery	53.2	.0228	35.8	9.7	14.7	15.1	35.8	20.1	199,975	52,662	18,084	20,488	4,420	20,676	11,808
Rensselaer	152.9	.0656	31.2	14.0	16.0	16.1	27.8	54.6	469,699	167,544	41,109	36,975	12,397	43,167	15,485
• Troy	56.0	.0240	29.3	20.3	14.9	12.9	28.7	20.8	158,154	45,642	18,882	6,779	9,894	17,494	10,617
Saratoga	164.2	.0704	30.2	11.4	17.6	18.8	22.8	57.2	722,477	192,567	66,705	68,251	19,639	141,179	18,803
Schenectady	148.0	.0635	34.4	11.0	15.7	16.6	32.5	57.1	807,923	240,516	72,315	102,293	34,416	117,787	23,164
• Schenectady	66.5	.0285	33.1	14.1	16.6	13.3	33.6	28.0	303,667	67,446	33,299	24,483	18,633	57,498	13,719
SUBURBAN TOTAL	627.1	.2690	32.7	10.8	16.4	17.9	28.3	226.2	3,118,627	890,283	289,295	374,627	107,639	425,198	72,358
BINGHAMTON	**263.9**	**.1132**	**32.2**	**13.2**	**15.3**	**17.2**	**28.5**	**96.9**	**1,257,613**	**331,504**	**111,630**	**125,780**	**63,152**	**208,500**	**46,230**
Broome	212.7	.0912	32.6	13.8	15.3	16.6	29.7	79.2	1,115,309	282,256	103,996	119,314	60,898	182,727	41,304
• Binghamton	54.6	.0234	34.7	14.3	15.5	13.3	36.2	23.0	358,625	94,577	30,103	35,449	26,523	88,797	11,772
Tioga	51.2	.0220	30.4	10.5	15.5	19.8	23.1	17.7	142,304	49,248	7,634	6,466	2,254	25,773	4,926
SUBURBAN TOTAL	209.3	.0898	31.5	12.9	15.3	18.3	26.4	73.9	898,988	236,927	81,527	90,331	36,629	119,703	34,458
BUFFALO	**994.7**	**.4264**	**32.8**	**12.7**	**15.6**	**16.7**	**29.8**	**367.8**	**4,848,611**	**1,409,234**	**526,079**	**717,692**	**222,813**	**817,859**	**169,619**
Erie	994.7	.4264	32.8	12.7	15.6	16.7	29.8	367.8	4,848,611	1,409,234	526,079	717,692	222,813	817,059	169,619
• Buffalo	340.5	.1460	32.3	14.4	16.1	13.9	31.8	138.1	1,007,037	455,103	109,884	82,807	43,596	94,436	34,450
SUBURBAN TOTAL	654.2	.2804	33.1	11.8	15.4	18.2	28.8	229.7	3,841,574	954,131	416,195	634,885	179,217	722,623	135,169
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,221.6***	***.5237***	***32.7***	***12.6***	***15.6***	***16.7***	***29.7***	***450.5***	***5,877,832***	***1,684,084***	***640,340***	***868,616***	***260,114***	***992,418***	***203,468***

The Albany, N.Y. Market.

A TOP FIFTY MARKET!

For: Food Sales, Eating & Drinking Place Sales, Apparel & Accessory Store Sales, Sales of Rum, Gin, Wines, Scotch, Irish Whiskey, Vermouth, and Malt Beverages.

A GREAT TEST MARKET!

Used by:
- General Foods
- Warner Lambert
- Taylor Wines
- Kraft
- Borden
- Scott

NEW YORK'S CAPITAL NEWSPAPERS DELIVER 60% ADULT REACH!

The TIMES UNION and The KNICKERBOCKER NEWS deliver 99 GRPS and 60% reach for SMSA adults, 82 GRPS and 50% reach for ADI adults with the daily and Sunday combination. For details, contact Chris Cunningham, Jr. at 518-454-5680.

Sources: Simmons 1982 National Study of Local Newspaper Ratings; 1983 Liquor & Wine Handbooks, 1983 S & MM Survey of Buying Power

NOBODY COVERS NEW YORK'S CAPITAL LIKE

NEW YORK'S CAPITAL NEWSPAPERS

TIMES UNION
Mornings & Sundays

The Knickerbocker News
Evenings

N.Y. (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ELMIRA	**97.5**	**.0418**	**32.2**	**12.4**	**15.2**	**16.1**	**29.6**	**35.3**	**396,244**	**118,518**	**31,850**	**63,486**	**14,956**	**58,697**	**14,476**
Chemung	97.5	.0418	32.2	12.4	15.2	16.1	29.6	35.3	396,244	118,518	31,850	63,486	14,956	58,697	14,476
• Elmira	34.8	.0149	30.1	17.5	14.6	12.5	30.3	12.8	194,311	76,800	11,927	22,842	7,379	28,096	9,359
SUBURBAN TOTAL	62.7	.0269	33.2	9.6	15.6	18.1	29.1	22.5	201,933	41,718	19,923	40,644	7,577	30,601	5,117

Strongest medium in the Great Lakes region: The surprising Buffalo News

The Strength. The Great Lakes region is one of America's richest regional targets for advertisers. Of the six major Great Lakes markets (Chicago, Milwaukee, Detroit, Cleveland, Pittsburgh and Buffalo), the Buffalo ADI ranks second in total retail sales development.*

In Buffalo, the dominant advertising medium is the all-day, every day Buffalo News. The News now ranks first in City Zone/Primary Market Area coverage among the top 75 U.S. markets.

And we experienced a 93% increase in Sunday circulation from March 1982 to March 1983. Approximately 650,000 people in the Buffalo ADI read The News each day — over 763,000 each Sunday. That makes for some pretty impressive total adult market penetration figures: 52 percent daily, 61 percent Sunday — a whopping 74 percent daily, 82 percent Sunday in Buffalo's home county!

And when you consider that Buffalo's ADI boasts a total effective buying income of $12.8 billion — greater than that of 15 states — it's clear why more media professionals are buying The News.

Need more muscle in your media buy? Put the arm on The News. We're surprisingly strong and getting stronger.

*Retail Sales Development Index-Retail Sales in 5 categories divided by households, expressed as a percent of the six-market totals. For example, Buffalo represents 7.4% of households and 8.1% of Retail Food Sales for an Index of 114, highest of the six Great Lakes markets.
Source: Sales & Marketing Management, 1982.

THE BUFFALO NEWS
One of the nation's fastest growing newspapers.
One News Plaza, P.O. Box 100, Buffalo, New York 14240
Represented nationally by Sawyer-Ferguson-Walker Company, Inc.; for Classified recruitment by Landon Associates; in Canada by American Publishers' Representatives, Ltd.; in Florida by Publishers' Representatives of Florida, Inc.
For Sales and Marketing call (716) 849-3422

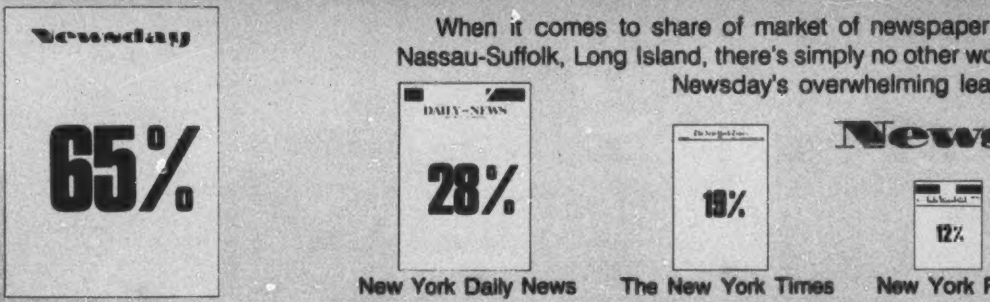
N.Y. (cont.)

S&MM ESTIMATES

METRO AREA / County / City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
GLENS FALLS	**112.7**	**.0483**	**31.7**	**11.0**	**15.4**	**16.9**	**27.9**	**39.2**	**539,260**	**178,024**	**63,444**	**41,002**	**14,449**	**64,498**	**15,922**
Warren	56.8	.0244	31.9	11.0	15.7	16.6	28.5	20.5	379,825	113,158	53,630	36,550	13,170	50,587	10,156
• Glens Falls	16.1	.0069	31.6	12.1	16.9	13.7	30.6	6.3	163,738	49,730	14,413	21,720	6,916	27,390	7,666
Washington	55.9	.0239	31.4	11.0	15.2	17.3	27.3	18.7	159,435	64,866	9,814	4,452	1,279	13,911	5,766
SUBURBAN TOTAL	96.6	.0414	31.7	10.8	15.2	17.5	27.5	32.9	375,522	128,294	49,031	19,282	7,533	37,108	8,256
NASSAU - SUFFOLK	**2,637.4**	**1.1305**	**32.7**	**11.3**	**15.2**	**19.5**	**26.9**	**846.1**	**14,018,485**	**3,319,033**	**1,158,252**	**1,615,996**	**772,182**	**1,704,247**	**322,682**
Nassau	1,306.2	.5599	34.9	11.5	14.4	18.9	31.0	432.4	8,556,698	1,856,623	675,534	1,137,887	520,590	1,022,851	193,150
Hempstead	39.9	.0171	30.9	12.4	17.9	18.4	24.3	14.3	420,394	26,044	18,600	91,980	51,378	98,430	4,147
Suffolk	1,331.2	.5706	30.7	11.1	15.9	20.2	22.9	413.7	5,461,787	1,462,410	482,718	478,109	251,592	681,396	129,532
SUBURBAN TOTAL	2,637.4	1.1305	32.7	11.3	15.2	19.5	26.9	846.1	14,018,485	3,319,033	1,158,252	1,615,996	772,182	1,704,247	322,682
NEW YORK	**8,118.3**	**3.4798**	**33.7**	**11.2**	**17.3**	**18.3**	**29.4**	**3,225.8**	**30,606,626**	**8,444,342**	**3,777,118**	**3,770,905**	**1,602,512**	**2,411,194**	**797,431**
Bronx	1,075.5	.4610	31.5	12.1	15.7	17.0	27.5	405.6	2,452,073	932,871	180,600	192,412	120,625	231,152	76,176
Kings	2,120.7	.9090	31.9	11.7	16.6	16.8	28.0	810.8	5,069,061	1,682,821	403,999	610,924	278,271	387,560	149,771
New York (Manhattan)	1,428.9	.6125	35.1	11.0	22.2	20.4	29.8	726.2	10,827,773	1,932,953	2,089,652	1,660,352	673,563	266,904	256,640
• New York City	6,898.0	2.9567	33.6	11.3	17.7	17.9	29.6	2,798.1	24,674,002	6,719,932	3,278,753	3,138,028	1,317,343	1,555,351	679,853
Putnam	83.7	.0359	31.3	9.3	17.0	21.7	22.1	27.4	316,070	90,659	22,264	19,641	8,641	57,294	6,384
Queens	1,901.6	.8151	35.7	10.8	16.6	17.7	33.1	731.6	5,263,715	1,766,566	534,304	525,908	207,938	530,525	169,129
Richmond	371.3	.1591	3[illegible].4	11.1	17.7	19.1	24.6	123.9	1,061,380	404,721	70,198	148,432	36,946	139,210	28,142
Rockland	270.4	.1159	31.7	10.6	15.1	22.2	22.8	83.9	1,118,539	362,666	91,871	123,299	46,198	173,568	25,120
Westchester	866.2	.3713	35.4	10.6	15.3	19.4	31.0	316.4	4,498,015	1,271,085	384,230	489,937	230,330	624,981	86,069
Mount Vernon	65.9	.0282	34.7	10.6	15.8	17.7	31.9	25.6	245,315	51,310	8,009	3,486	8,823	36,112	6,569
New Rochelle	70.4	.0302	36.4	11.4	15.4	18.1	33.6	26.4	377,597	69,328	43,233	32,092	19,231	83,664	8,186
• White Plains	46.7	.0200	37.5	10.3	16.5	18.8	34.5	19.3	685,102	133,426	60,686	236,915	24,525	72,507	7,242
Yonkers	195.2	.0837	35.3	11.6	16.3	16.5	33.7	74.9	659,662	244,893	49,341	64,418	48,102	59,118	17,483
SUBURBAN TOTAL	1,173.6	.5031	34.1	10.5	15.4	20.3	28.4	408.4	5,247,522	1,590,984	437,679	395,962	260,644	783,336	110,331
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,323.5***	***7.4257***	***33.4***	***11.2***	***16.5***	***18.7***	***28.7***	***6,410.9***	***76,931,341***	***20,421,617***	***7,912,263***	***8,613,239***	***3,971,865***	***8,609,919***	***1,815,633***
NIAGARA FALLS	**226.9**	**.0973**	**32.2**	**12.5**	**15.5**	**16.5**	**29.1**	**82.7**	**1,029,221**	**274,850**	**114,261**	**150,924**	**37,301**	**175,359**	**33,849**
Niagara	226.9	.0973	32.2	12.5	15.5	16.5	29.1	82.7	1,029,221	274,850	114,261	150,924	37,301	175,359	33,849
• Niagara Falls	69.4	.0297	33.6	13.2	14.6	13.7	34.3	27.4	218,689	86,497	35,612	14,693	7,202	25,720	11,123
SUBURBAN TOTAL	157.5	.0676	31.6	12.3	15.7	17.8	26.8	55.3	810,532	188,353	78,649	136,231	30,099	149,639	22,726
ORANGE COUNTY	**274.0**	**.1175**	**30.8**	**11.5**	**16.3**	**18.5**	**24.7**	**90.5**	**1,245,608**	**435,893**	**91,949**	**143,143**	**43,824**	**152,951**	**30,784**
Orange	274.0	.1175	30.8	11.5	16.3	18.5	24.7	90.5	1,245,608	435,893	91,949	143,143	43,824	152,951	30,784
SUBURBAN TOTAL	274.0	.1175	30.8	11.5	16.3	18.5	24.7	90.5	1,245,608	435,893	91,949	143,143	43,824	152,951	30,784
POUGHKEEPSIE	**254.1**	**.1089**	**32.0**	**12.1**	**16.6**	**19.6**	**25.4**	**86.2**	**1,150,822**	**370,360**	**87,170**	**143,917**	**36,190**	**130,872**	**20,905**
Dutchess	254.1	.1089	32.0	12.1	16.6	19.6	25.4	86.2	1,150,822	370,360	87,170	143,917	36,190	130,872	20,905
• Poughkeepsie	29.8	.0128	33.6	12.5	16.5	14.7	33.0	12.7	190,947	57,351	25,626	4,578	4,894	18,366	3,475
SUBURBAN TOTAL	224.3	.0961	31.8	12.0	16.6	20.2	24.4	73.5	959,875	313,009	61,544	139,339	31,296	112,506	17,430
ROCHESTER	**982.2**	**.4210**	**31.1**	**13.1**	**17.2**	**17.4**	**25.9**	**358.6**	**4,796,794**	**1,212,806**	**446,271**	**525,852**	**206,547**	**839,408**	**156,739**
Livingston	58.2	.0250	29.2	16.8	15.6	16.9	24.0	19.2	214,796	64,445	20,041	14,090	6,915	23,141	8,055
Monroe	705.2	.3022	31.2	13.4	17.5	17.3	26.0	263.3	3,506,001	919,480	353,360	392,441	172,257	654,735	122,608
• Rochester	234.7	.1006	30.3	14.5	19.1	13.5	27.5	95.6	842,089	150,578	94,206	95,739	46,134	184,888	32,599
Ontario	92.4	.0396	31.4	12.4	16.9	17.3	26.6	32.3	482,103	103,760	45,942	93,123	15,621	69,962	13,730
Orleans	39.2	.0168	31.6	10.9	15.4	17.2	27.5	13.6	112,416	39,837	6,480	6,821	5,528	16,988	4,231
Wayne	87.2	.0374	31.0	10.4	16.6	18.6	24.7	30.2	481,478	85,284	20,448	19,377	6,226	74,582	8,115
SUBURBAN TOTAL	747.5	.3204	31.4	12.7	16.6	18.6	25.3	263.0	3,954,705	1,062,228	352,065	430,113	160,413	654,520	124,140

DOMINATION

When it comes to share of market of newspaper readership in Nassau-Suffolk, Long Island, there's simply no other word to describe Newsday's overwhelming leadership.



Newsday

Source: Belden Associates Long Island Study, 1982-1983 (adult readers)

Complete Your New York METRO MARKET with

D.A.M.N.*

* THE NEWS TIMES — Danbury-Connecticut (Fairfield County)

* TIMES HERALD-RECORD — Middletown, New York (Orange County plus Sullivan-Ulster)

	Times Herald-Record	News-Times	Total Unit
DAILY	67,558	40,534	108,092
SUNDAY	73,563	44,103	117,666

SOURCE: ABC FAS-FAX - MARCH 31, 1982

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New York States and the individual listings by state. Phone National Ad Director B. William Cangi at (914) 343-2181 or contact Branham Newspaper Sales.

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

N.Y. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SYRACUSE	**648.8**	**.2781**	**30.3**	**14.4**	**16.4**	**16.6**	**25.7**	**232.8**	**3,094,866**	**956,187**	**310,827**	**267,919**	**137,765**	**522,658**	**147,557**
Madison	66.2	.0284	28.7	16.4	14.9	16.5	24.2	21.7	240,455	72,435	24,850	8,072	9,634	49,367	15,845
Onondaga	464.3	.1990	30.9	13.9	16.9	16.7	26.4	171.4	2,460,127	749,428	252,712	238,775	116,290	395,242	109,697
• Syracuse	166.5	.0714	30.3	18.8	16.9	12.7	29.4	67.9	682,310	295,684	60,119	33,409	41,843	124,501	14,941
Oswego	118.3	.0507	28.4	15.1	15.7	16.2	23.5	39.7	394,284	134,324	33,265	21,072	11,841	78,049	22,015
SUBURBAN TOTAL	482.3	.2067	30.3	12.8	16.3	17.9	24.4	164.9	2,412,556	660,503	230,708	234,510	95,922	398,157	132,616
UTICA - ROME	**317.6**	**.1361**	**32.8**	**11.9**	**14.8**	**16.2**	**30.6**	**113.7**	**1,408,607**	**424,814**	**146,114**	**155,214**	**49,057**	**189,754**	**65,067**
Herkimer	67.0	.0287	33.2	11.1	14.4	16.1	31.4	24.1	224,957	66,829	21,001	34,452	10,716	23,759	12,483
Oneida	250.6	.1074	32.7	12.1	14.9	16.2	30.4	89.6	1,183,650	357,985	125,113	120,762	38,341	165,995	52,584
• Rome	43.0	.0184	30.5	13.8	16.6	15.4	27.2	15.3	280,067	77,907	26,354	27,324	5,995	43,441	13,250
• Utica	73.4	.0315	34.9	13.1	14.4	13.6	36.3	28.9	336,719	137,606	30,821	19,927	15,011	15,246	14,639
SUBURBAN TOTAL	201.2	.0862	32.6	11.1	14.5	17.3	29.2	69.5	791,821	209,301	88,939	107,963	28,051	131,067	37,178
OTHER COUNTIES															
Allegany	53.5	.0229	27.8	19.1	13.8	15.0	25.1	17.6	116,611	36,245	8,695	10,865	3,354	22,775	3,692
Cattaraugus	87.5	.0375	31.0	12.5	15.1	15.9	28.0	30.7	313,278	89,815	32,933	43,234	7,881	45,086	12,195
Cayuga	81.5	.0349	31.7	11.5	16.1	15.9	28.7	28.1	310,415	92,406	19,976	30,838	6,709	60,299	13,393
Chautauqua	148.0	.0634	32.7	12.7	14.6	16.1	30.6	54.5	645,292	141,715	73,186	90,330	27,503	126,649	19,449
Chenango	50.8	.0218	31.7	10.3	15.2	17.1	27.8	17.8	203,710	62,609	13,333	6,327	8,946	35,153	5,323
Clinton	83.5	.0358	27.3	19.0	17.5	16.6	20.0	26.7	403,521	107,131	40,710	56,088	15,574	62,737	12,395
Columbia	62.3	.0267	34.8	9.4	15.2	17.4	32.4	22.9	223,609	75,712	15,351	14,699	6,603	29,317	3,511
Cortland	49.9	.0214	28.4	18.6	15.1	15.7	24.3	17.1	234,449	70,837	14,489	32,593	9,950	40,970	10,069
Delaware	47.8	.0205	33.3	12.6	14.0	16.3	31.3	16.9	165,969	55,232	9,334	8,186	4,145	23,057	7,107
Essex	37.1	.0159	33.6	10.1	15.0	16.8	31.0	13.7	140,653	45,880	16,341	4,024	1,445	18,080	3,145

This coupon entitles you to thousands of free consumers in Syracuse

CONSUMERS
FREE

Why? Because your ads reach so much extra spending power in Syracuse that it's like getting thousands of extra consumers free. For example, Syracusans spend twice the average amount per person on scotch. 26% more than average on food.* And their median income is $2,300 over average.** Let us show you why the Syracuse Newspapers are the best way to reach this profitable audience. Send this coupon today.

*1982 Liquor Marketing Handbook
**1982 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to: Dave Kaczorowski, Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2085.

Name

Address

City

State Zip

The Syracuse Newspapers
Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

SCHENECTADY GAZETTE LEADS IN 3 OUT OF 5 METRO COUNTIES

Year after year the five counties that make up the Albany-Schenectady-Troy Metro area are recognized as one of the best test markets in the country. Make sure you reach the entire market. Use the Schenectady Gazette to reach the counties where others fall short.

Metro Area County	**Adult Reach Schenectady Gazette**	**Adult Reach Albany TU & KN**
Albany	15,000	178,200
Schenectady	**87,000**	**12,000**
Saratoga	**37,000**	**14,900**
Rensselaer	2,200	23,900
Montgomery	**15,000**	**6,000**

SCHENECTADY GAZETTE

Schenectady, New York 12301 Phone (518) 374-4141

Source: Fact Finders (1982SMSA) Study
Circulation 82/83

Represented by C.W.O. & O.

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Franklin	45.6	.0195	30.7	12.9	14.3	15.8	28.1	15.7	164,781	58,755	14,330	11,803	5,088	17,693	7,782
Fulton	56.5	.0242	33.6	10.0	14.8	16.0	31.9	21.1	215,911	56,164	16,457	14,819	5,410	42,426	11,918
Genesee	60.2	.0258	31.5	11.2	15.7	17.2	27.3	20.8	259,993	65,749	25,057	37,992	8,981	47,057	9,403
Hamilton	5.2	.0023	38.5	8.0	12.2	17.6	36.8	1.9	17,862	4,580	3,570	1,279	151	1,855	144
Jefferson	89.2	.0382	31.4	11.1	15.1	16.1	28.5	31.8	411,016	102,708	35,359	45,188	14,469	78,172	20,784
Lewis	25.7	.0110	29.7	11.2	14.8	15.9	26.2	8.7	67,538	16,223	7,654	4,385	639	12,549	3,655
Otsego	60.4	.0258	31.1	18.2	13.9	15.0	29.6	21.3	280,203	80,074	26,712	25,637	4,127	51,786	10,784
St. Lawrence	115.3	.0494	28.1	18.0	14.2	15.4	24.7	37.2	490,203	164,342	39,338	34,897	19,582	72,405	28,765
Schoharie	31.2	.0133	30.9	16.2	14.0	16.1	28.2	10.5	97,257	31,708	6,628	6,787	2,300	17,092	900
Schuyler	18.2	.0078	32.0	10.3	15.3	17.3	28.1	6.3	38,381	13,978	2,359	1,892	930	6,511	1,503
Seneca	34.1	.0146	32.7	11.9	15.3	17.1	29.4	11.8	95,875	32,840	9,571	5,006	4,452	12,699	8,140
Steuben	100.4	.0431	32.5	10.3	15.1	17.1	29.1	36.6	411,318	107,337	37,936	45,278	13,137	69,214	14,873
Sullivan	69.2	.0296	34.5	10.7	15.5	16.9	32.3	25.4	286,011	90,655	28,727	13,261	5,620	34,905	7,598
Tompkins	90.5	.0388	26.2	27.1	19.2	14.0	19.1	31.8	383,971	104,866	41,691	41,986	11,350	50,342	17,053
Ulster	164.3	.0704	32.6	12.1	16.6	18.0	28.0	59.9	777,438	236,105	74,542	64,901	12,601	117,054	14,318
Wyoming	41.4	.0177	30.8	11.2	17.3	17.4	25.2	13.7	135,788	55,887	11,091	5,734	3,059	20,619	5,074
Yates	22.2	.0095	33.0	11.6	14.7	16.1	31.0	8.4	68,804	22,900	6,842	1,978	1,358	11,757	1,304
TOTAL METRO COUNTIES	**15,778.1**	**6.7634**	**32.9**	**11.7**	**16.7**	**18.1**	**28.4**	**5,892.2**	**68,375,127**	**18,594,099**	**7,261,743**	**8,136,449**	**3,356,617**	**7,855,023**	**1,923,601**
TOTAL STATE	**17,509.6**	**7.5052**	**32.8**	**11.9**	**16.6**	**17.9**	**28.4**	**6,501.1**	**75,334,984**	**20,616,552**	**7,893,955**	**8,796,456**	**3,561,981**	**8,983,282**	**2,177,478**

N.Y.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY - SCHENECTADY - TROY	**8,382,148**	**23,781**	**24.1**	**33.1**	**17.7**	**8.3**	**.3746**
Albany	3,070,554	24,367	23.7	31.7	18.2	10.0	.1393
• Albany	960,528	18,388	29.2	27.0	12.3	6.4	.0417
Greene	364,345	19,404	29.0	32.0	11.9	4.5	.0169
Montgomery	452,899	20,184	28.5	34.4	12.0	4.1	.0205
Rensselaer	1,416,766	23,512	23.5	33.0	18.0	7.2	.0585
• Troy	458,847	17,964	28.1	27.8	12.8	4.3	.0197
Saratoga	1,596,375	26,175	22.1	35.4	21.3	8.4	.0706
Schenectady	1,481,209	23,277	24.4	33.4	16.4	8.3	.0688
• Schenectady	592,745	18,291	29.5	30.7	11.0	3.7	.0276
SUBURBAN TOTAL	6,370,028	26,037	22.1	34.9	20.0	9.6	.2856
BINGHAMTON	**2,551,010**	**23,477**	**25.4**	**32.9**	**17.5**	**8.1**	**.1157**
Broome	2,056,633	23,067	25.8	33.1	17.0	7.6	.0960
• Binghamton	502,540	17,696	31.2	27.9	10.6	5.3	.0260
Tioga	494,377	25,426	23.7	31.8	19.8	10.8	.0197
SUBURBAN TOTAL	2,048,470	25,286	23.7	34.3	19.7	9.0	.0897
BUFFALO	**9,524,050**	**23,675**	**22.6**	**33.2**	**17.7**	**7.5**	**.4369**
Erie	9,524,050	23,675	22.6	33.2	17.7	7.5	.4369
• Buffalo	2,788,963	16,515	27.5	27.5	10.3	3.8	.1209
SUBURBAN TOTAL	6,735,087	27,715	19.7	36.4	22.2	9.8	.3160
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***11,600,717***	***23,649***	***22.6***	***33.7***	***17.7***	***7.1***	***.5323***
ELMIRA	**840,000**	**21,260**	**27.5**	**33.8**	**14.6**	**5.0**	**.0385**
Chemung	840,000	21,260	27.5	33.8	14.6	5.0	.0385
• Elmira	256,310	17,193	30.0	29.6	9.9	2.5	.0142
SUBURBAN TOTAL	583,690	23,642	26.2	36.1	17.3	6.5	.0243
GLENS FALLS	**932,213**	**21,317**	**27.7**	**34.0**	**14.3**	**5.2**	**.0459**
Warren	495,218	21,180	27.8	32.7	14.3	6.3	.0267
• Glens Falls	139,056	19,523	27.9	32.9	11.7	4.1	.0090
Washington	436,995	21,467	27.5	35.8	14.3	3.9	.0192
SUBURBAN TOTAL	793,157	21,652	27.6	34.4	14.8	5.3	.0369
NASSAU - SUFFOLK	**32,117,345**	**35,148**	**13.9**	**27.4**	**26.4**	**23.8**	**1.3482**
Nassau	17,764,345	37,836	12.2	24.7	25.4	29.0	.7545
Hempstead	420,846	25,737	22.1	28.0	20.0	14.3	.0246
Suffolk	14,353,000	32,726	15.6	30.2	26.6	18.3	.5937
SUBURBAN TOTAL	32,117,345	35,148	13.9	27.4	26.4	23.8	1.3482

NEEDABLE
NEEDABLE
NEEDABLE

THE SUBURB THAT IS A METROPOLIS

Technically, Bergen County, New Jersey is a suburb of New York. But it is not a satellite - not in any way. For example, only 8.3% of Bergen's adults work in New York (a sharp drop from 18.1% in 1970).

The county's attractions, its ambiance, and its massive shopping opportunities have made Bergen a metropolis in its own right. Now it is a $10.7 billion center that also taps EBI's from adjacent areas. It is the #1 market in the NY/NJ SMSA.

Bergen is the base of The Record, which is unequivocally the people's choice. Total readership is 558,000 Sundays and 382,000 daily.

The Record's coverage surpasses the combined circulation of all other major newspapers in Bergen County. It tops The New York Times better than 3-to-1.

Now The Record has developed capabilities which make it the most colorful newspaper in the entire NY/NJ SMSA, daily and Sunday.

Additional information is available from Bernard Schraer, advertising director, 201-646-4259 - or The Record's national representative, the Sawyer-Ferguson-Walker Company.

The Record
NEW JERSEY'S LARGEST EVENING NEWSPAPER

SOURCES: S&MM SURVEY OF BUYING POWER I, 1982 • THE SCARBOROUGH REPORT, 1982 • ABC AUDITS, 1981

N.Y. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
NEW YORK	**83,359,852**	**21,211**	**23.6**	**27.3**	**14.9**	**10.4**	**3.4510**
Bronx	7,978,944	15,789	26.9	24.9	10.3	4.4	.3428
Kings	17,236,127	17,554	26.5	26.5	11.9	5.6	.7171
New York (Manhattan)	19,014,172	19,285	24.4	25.2	11.3	11.9	.8558
• New York City	67,585,835	19,816	24.8	27.4	13.7	8.4	2.8213
Putnam	926,533	32,932	15.9	30.1	29.2	15.8	.0372
Queens	19,418,700	23,848	23.3	31.5	18.2	9.2	.7540
Richmond	3,937,892	30,493	16.5	30.2	25.3	14.9	.1516

We're Number 2 on the block.

Second Largest Upstate New York Market

Second in population, households retail sales, food sales, drug sales and eating/drinking sales*

*Source: Sales and Marketing Management, 1983 Survey of Buying Power.

U-BIE
U-BIE
U-BIE
#2
on the block

Gannett Newspaper Advertising Sales
U-BIE

**One Order; One Bill. Extra 15% Discount.
218,175 Circulation (ABC) 90% home delivered.
52% Market area coverage**

Utica Press & Observer Dispatch • Binghamton Press & Sun-Bulletin • Ithaca Journal • Elmira Star Gazette

N.Y. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rockland	3,254,459	36,871	13.2	24.9	27.3	26.3	.1286
Westchester	11,593,025	31,642	16.9	26.7	20.8	23.3	.4639
Mount Vernon	671,729	22,679	23.6	27.5	18.1	10.1	.0278
New Rochelle	921,136	29,107	18.8	27.3	18.3	21.4	.0376
• White Plains	651,693	28,015	19.7	27.0	18.9	19.8	.0377
Yonkers	2,167,794	26,174	20.7	30.0	19.7	13.0	.0847
SUBURBAN TOTAL	15,122,324	33,035	16.0	26.5	22.8	23.6	.5920
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***190,773,273***	***25,617***	***20.6***	***29.0***	***18.6***	***14.4***	***7.9781***
NIAGARA FALLS	**2,076,667**	**23,548**	**22.8**	**36.1**	**17.8**	**5.3**	**.0954**
Niagara	2,076,667	23,548	22.8	36.1	17.8	5.3	.0954
• Niagara Falls	594,564	19,842	25.4	33.2	12.8	3.6	.0256
SUBURBAN TOTAL	1,482,103	25,338	21.6	37.5	20.3	6.1	.0698
ORANGE COUNTY	**2,539,922**	**25,585**	**21.5**	**34.0**	**20.1**	**8.7**	**.1160**
Orange	2,539,922	25,585	21.5	34.0	20.1	8.7	.1160
SUBURBAN TOTAL	2,539,922	25,585	21.5	34.0	20.1	8.7	.1160
POUGHKEEPSIE	**2,710,198**	**29,038**	**19.2**	**31.4**	**23.1**	**14.0**	**.1155**
Dutchess	2,710,198	29,038	19.2	31.4	23.1	14.0	.1155
• Poughkeepsie	295,688	18,794	26.6	26.8	13.1	7.4	.0146
SUBURBAN TOTAL	2,414,510	30,555	17.8	32.2	24.9	15.1	.1009
ROCHESTER	**10,542,780**	**27,035**	**20.4**	**31.8**	**21.5**	**11.8**	**.4580**
Livingston	522,935	24,750	23.5	35.2	19.8	7.0	.0229
Monroe	8,027,334	28,167	19.1	30.4	22.6	13.6	.3410
• Rochester	2,171,510	19,634	25.6	29.8	14.3	5.0	.0931
Ontario	821,051	23,558	25.2	37.7	16.0	5.8	.0400
Orleans	374,443	25,723	23.3	32.1	21.7	8.5	.0150
Wayne	797,015	24,733	23.3	35.6	19.5	6.5	.0391
SUBURBAN TOTAL	8,371,270	29,764	18.4	32.6	24.2	14.2	.3649
SYRACUSE	**6,381,624**	**24,835**	**22.7**	**32.9**	**19.4**	**8.8**	**.2871**
Madison	549,113	22,445	26.3	35.1	15.6	5.6	.0249
Onondaga	4,716,383	24,949	22.6	32.7	19.4	9.1	.2156
• Syracuse	1,485,999	18,049	28.7	28.7	11.4	4.9	.0671
Oswego	1,116,128	25,862	21.5	32.5	21.4	9.3	.0466
SUBURBAN TOTAL	4,895,625	27,616	20.3	34.7	22.7	10.4	.2200
UTICA - ROME	**2,761,579**	**21,773**	**26.2**	**34.1**	**14.9**	**5.6**	**.1292**

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Herkimer	550,860	20,759	27.9	35.5	12.3	4.3	.0246
Oneida	2,210,719	22,067	25.7	33.9	15.5	5.9	.1046
• Rome	369,929	21,011	28.5	33.4	14.8	4.9	.0198
• Utica	597,576	17,621	28.6	29.4	10.7	3.5	.0292
SUBURBAN TOTAL	1,794,074	23,631	24.6	36.4	16.6	6.6	.0802
OTHER COUNTIES							
Allegany	348,380	17,184	33.3	31.6	7.8	1.6	.0159
Cattaraugus	690,916	20,103	28.4	33.9	12.4	3.9	.0321
Cayuga	638,974	20,816	27.3	34.7	14.3	3.3	.0301
Chautauqua	1,263,711	20,827	27.4	34.1	13.3	4.7	.0594
Chenango	398,490	19,902	31.6	34.3	11.9	3.5	.0192
Clinton	616,468	19,462	30.9	32.6	12.2	3.7	.0323
Columbia	549,877	21,157	28.5	33.4	13.9	5.7	.0240
Cortland	380,272	19,541	29.3	34.1	10.4	4.3	.0195
Delaware	378,097	19,619	30.7	33.6	11.2	4.0	.0174
Essex	293,784	18,800	30.6	32.3	10.8	3.5	.0138
Franklin	326,529	17,166	32.5	28.9	9.8	3.3	.0159
Fulton	454,881	19,266	29.8	33.7	10.8	3.3	.0212
Genesee	480,784	21,529	27.4	37.5	13.4	3.5	.0234
Hamilton	34,118	15,805	39.4	26.9	6.3	1.6	.0017
Jefferson	665,367	18,394	30.8	31.6	10.6	3.1	.0341
Lewis	178,478	18,685	31.5	34.4	8.4	2.8	.0082
Otsego	483,059	19,108	30.9	31.4	11.5	4.5	.0239
St. Lawrence	820,469	18,721	28.8	31.1	11.8	3.7	.0421
Schoharie	230,073	19,116	30.6	33.7	10.7	3.1	.0107
Schuyler	158,020	22,959	27.8	36.6	16.3	5.3	.0062
Seneca	330,743	25,267	24.0	35.1	20.[illegible]	7.9	.0132
Steuben	857,378	20,746	28.5	33.6	13.2	5.3	.0396
Sullivan	582,844	18,937	29.5	31.0	11.4	4.9	.0271
Tompkins	900,688	23,099	25.3	29.9	16.4	11.2	.0391
Ulster	1,558,882	22,767	25.[illegible]	31.4	16.9	8.3	.0710
Wyoming	328,822	22,118	26.7	37.4	14.4	4.4	.0149
Yates	178,727	18,480	30.9	31.2	10.6	3.6	.0078
TOTAL METRO COUNTIES	**164,719,388**	**24,138**	**21.9**	**29.1**	**17.8**	**11.8**	**7.8120**
TOTAL STATE	**178,848,219**	**23,673**	**22.5**	**29.5**	**17.3**	**11.2**	**7.6758**

COMING OCT. 31
SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 314 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

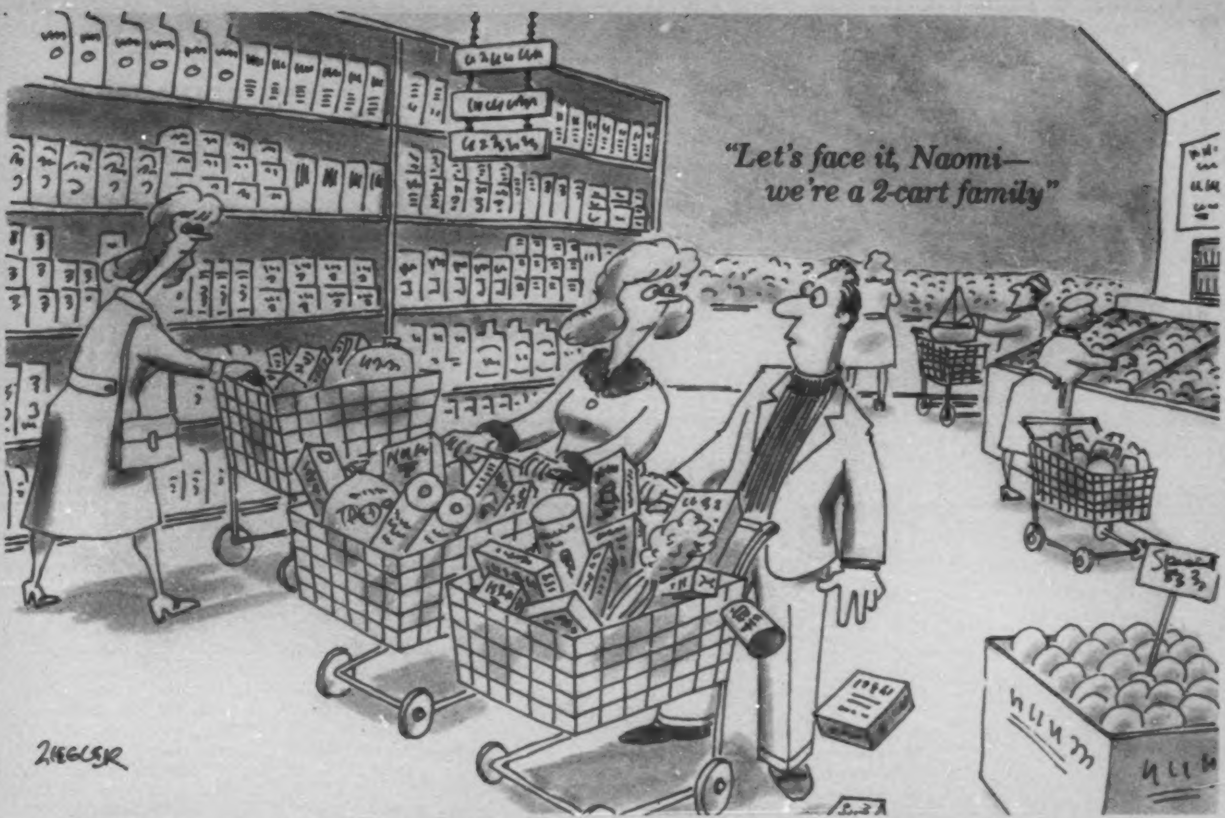
MERCHANDISE LINE SALES: Retail sales by product category for all 314 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, household, black population, Effective Buying Income, retail sales, and Buying Power Index.

NEW! ZIP CODE MARKETS: Data on demographic and socioeconomic characteristics of leading 5-digit Zip Codes in the U.S.

All *Sales & Marketing Management* subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

Single copies of the *Survey—Part II* can be ordered at $35 each. The combination price for the two *Survey* issues is $75.



These super super customers buy as if they had two incomes

(because they do).

The two-cart shopping of the two-income couple crowds the supermarkets in New York's northern suburbs.

They're part of the "New Suburban Middle Class" ($20,000 to $50,000 income), which accounts for 66% of the families who spend $125 a week or more on groceries in the Westchester Rockland Market.

Eight out of ten here now work in the suburbs, where booming office parks keep employment high.

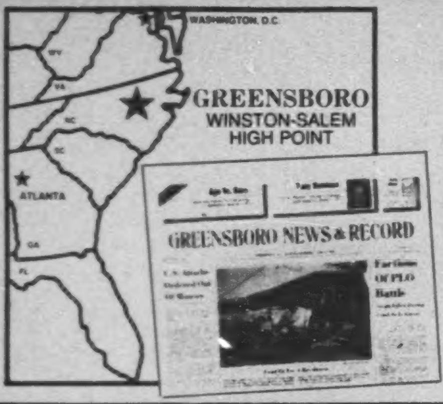
It's a market where you miss two-thirds of the families if you depend upon the circulation of The New York Times and Daily News.

That's why you need the dominant coverage of the Gannett Westchester Rockland Newspapers. We're the local daily newspapers of Larchmont, Scarsdale, Harrison, White Plains, New City, et al.—the home of the "New Suburban Middle Class."

**Gannett
Westchester Rockland
Newspapers**

At home with New York's "New Suburban Middle Class".

Sources: ABC, Sales & Marketing Management, 1982 N.Y. Scarborough Report. For information: Elliott Eakin (914) 694-5336



Reach one of the Fastest Growing Metros in the Carolinas

THE GREENSBORO, WINSTON-SALEM, HIGH POINT MSA

Reach it with the Greensboro Daily News and the Greensboro Record delivering 109,400 households daily and 113,500 households Sunday.

GREENSBORO DAILY NEWS
The Greensboro Record
Represented by Branham Newspaper Sales

NORTH CAROLINA

N.C.
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**164.8**	**.0707**	**34.0**	**10.8**	**16.5**	**18.1**	**30.3**	**63.8**	**808,353**	**172,531**	**73,553**	**115,076**	**25,823**	**138,754**	**36,549**
Buncombe	164.8	.0707	34.0	10.8	16.5	18.1	30.3	63.8	808,353	172,531	73,553	115,076	25,823	138,754	36,549
• Asheville	53.8	.0231	37.2	10.2	15.6	15.4	37.0	22.6	524,163	70,055	57,357	109,497	14,727	96,254	30,972
SUBURBAN TOTAL	111.0	.0476	32.9	10.9	16.8	19.5	27.1	41.2	284,190	102,476	16,196	5,579	11,096	42,500	5,577
BURLINGTON	**98.9**	**.0424**	**33.4**	**11.9**	**15.7**	**18.7**	**28.9**	**37.4**	**460,549**	**113,736**	**38,150**	**52,726**	**23,023**	**88,047**	**22,376**
Alamance	98.9	.0424	33.4	11.9	15.7	18.7	28.9	37.4	460,549	113,736	38,150	52,726	23,023	88,047	22,376
• Burlington	38.0	.0163	34.6	11.0	15.7	17.7	31.6	15.3	323,083	67,115	31,348	50,258	17,044	49,933	19,631
SUBURBAN TOTAL	60.9	.0261	32.7	12.5	15.8	19.4	27.0	22.1	137,466	46,621	6,802	2,468	5,979	38,114	2,745
CHARLOTTE - GASTONIA - ROCK HILL	**1,004.2**	**.4304**	**31.0**	**12.4**	**17.8**	**18.6**	**24.2**	**366.1**	**4,547,276**	**1,040,367**	**385,952**	**581,737**	**212,485**	**954,323**	**193,524**
Cabarrus	88.8	.0381	33.0	11.1	15.8	18.8	28.1	32.4	374,645	74,364	26,002	38,576	26,594	88,474	17,817
Gaston	164.9	.0706	31.3	11.5	16.8	18.4	25.4	59.0	677,306	180,481	47,434	98,096	25,200	152,038	30,348
• Gastonia	47.6	.0204	32.6	11.0	16.1	17.0	29.2	17.8	453,950	76,130	40,044	75,227	14,096	129,584	15,228
Lincoln	45.2	.0194	31.5	11.0	17.1	19.5	24.5	16.1	131,739	41,794	9,335	10,882	6,357	22,750	5,204
Mecklenburg	417.1	.1788	30.4	13.2	19.5	18.9	22.2	158.3	2,341,726	471,645	211,996	353,643	112,927	494,878	95,477
• Charlotte	338.9	.1453	30.3	13.1	20.0	18.1	22.6	131.9	1,803,375	327,272	182,154	268,151	107,281	397,468	87,377
Rowan	101.2	.0433	33.8	11.8	15.4	17.5	30.7	37.9	341,154	97,121	25,743	22,292	14,464	56,846	14,423
Union	74.8	.0321	29.6	12.3	16.9	19.1	21.9	24.9	245,057	61,263	16,740	12,420	14,510	56,866	12,014
York, S. C.	*112.2*	*.0481*	*29.6*	*13.3*	*16.9*	*18.3*	*22.6*	*37.5*	*435,649*	*113,699*	*48,702*	*45,828*	*12,433*	*82,471*	*18,241*
• Rock Hill	*36.0*	*.0154*	*28.3*	*17.9*	*16.3*	*14.6*	*24.5*	*12.2*	*313,136*	*79,983*	*35,589*	*40,587*	*8,898*	*54,537*	*12,718*
SUBURBAN TOTAL	581.7	.2493	31.5	11.9	16.5	19.3	24.8	204.2	1,976,815	556,982	128,165	197,772	82,210	372,734	78,201
FAYETTEVILLE	**257.6**	**.1104**	**24.7**	**21.3**	**19.1**	**16.2**	**13.8**	**80.7**	**967,274**	**190,750**	**85,376**	**176,769**	**54,306**	**177,439**	**18,239**
Cumberland	257.6	.1104	24.7	21.3	19.1	16.2	13.8	80.7	967,274	190,750	85,376	176,769	54,306	177,439	18,239
• Fayetteville	61.5	.0264	29.4	15.7	16.5	17.1	23.6	23.0	634,728	103,760	61,718	150,632	20,327	95,075	15,651
SUBURBAN TOTAL	196.1	.0840	23.9	23.0	19.9	15.9	10.7	57.7	332,546	86,990	23,658	26,137	33,979	82,364	2,588

Frankly, Rhett And Scarlett Never Lived In Charlotte.

But some people still picture the South as something from Gone With The Wind — the land of cotton, mint juleps and slow livin'.

In Charlotte, N.C., that's not the case. Tree-lined boulevards, hospitality and a taste for finer things are still here, but as the framework of a new identity.

Nine of the top 10 Fortune 500 companies and 308 of the 500 are represented in Charlotte, hub of the nation's fifth largest urban region. Banking assets are the greatest between Philadelphia and Dallas. The ADI's well educated, affluent population spent more than $7 billion on retail purchases last year.

Last century, Rhett and Scarlett could have felt at home here. But today, Charlotte is one of the South's fastest rising markets — a market served by the Carolinas' most widely read newspapers, The Charlotte Observer and The Charlotte News.

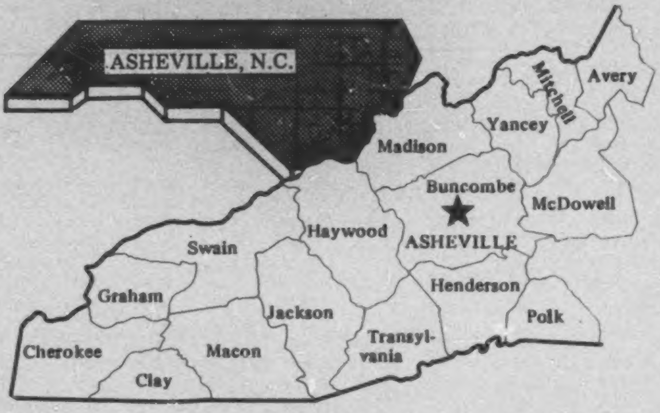
Look into Charlotte. Phone Advertising Director Gary Ahlstrom at 704/379-6347 collect. Much has changed since Sherman marched to the sea.

The Charlotte Observer
THE CHARLOTTE NEWS
Represented Nationally
By Knight-Ridder Newspaper Sales

ASHEVILLE
A 16—COUNTY
"MAJOR TRADING AREA"
IN NORTH CAROLINA

■ NEARLY ONE—HALF MILLION POPULATION
■ NEARLY TWO BILLION RETAIL SALES

ASHEVILLE CITIZEN-TIMES



■ OVER 56% WEEKLY COVERAGE (DAILY)
■ OVER 61% MONTHLY COVERAGE (SUNDAY)
■ NEARLY 200,000 DAILY READERS EVERY WEEK
■ OVER 200,000 SUNDAY READERS EVERY MONTH

For more information, call BOB BEARD, Advertising Director — (704) 252-5611
or contact your SAWYER-FERGUSON-WALKER Representative

multimedia

Sources: Rand McNally Commercial Atlas & Marketing Guide, 1982.
Telmar Media Calculator.

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GREENSBORO - WINSTON-SALEM - HIGH POINT	**876.0**	**.3756**	**31.7**	**12.6**	**17.4**	**18.9**	**25.3**	**327.6**	**4,127,782**	**874,585**	**378,335**	**472,269**	**236,784**	**810,437**	**178,268**
Davidson	117.4	.0503	31.9	11.2	16.7	19.7	25.1	42.7	377,509	85,235	29,485	18,136	25,322	75,988	17,441
Davie	26.0	.0112	32.3	9.9	17.5	20.0	25.4	9.4	71,320	14,846	3,756	2,166	8,607	11,821	2,909
Forsyth	249.9	.1071	31.7	13.1	17.8	18.7	25.5	96.1	1,318,009	274,700	119,306	161,614	64,447	274,469	60,378
• Winston-Salem	139.9	.0600	31.5	15.2	16.6	16.3	27.9	55.4	1,102,427	213,536	103,886	160,025	52,768	228,543	47,882
Guilford	322.5	.1383	31.1	14.0	17.6	18.2	25.0	121.0	1,926,284	384,290	197,315	272,045	120,119	361,261	78,039
• Greensboro	157.5	.0675	30.0	16.7	18.4	16.4	24.4	59.8	1,301,577	240,612	155,628	225,413	34,923	253,593	55,934
• High Point	64.7	.0277	31.9	12.2	16.3	16.7	28.2	24.4	514,901	105,812	37,186	45,421	82,278	97,394	15,863
Randolph	95.2	.0408	32.2	10.9	17.1	20.1	25.1	35.2	284,286	65,932	18,853	14,818	13,799	19,387	12,379
Stokes	35.6	.0153	31.2	10.6	17.6	20.0	23.4	12.4	54,139	16,087	3,944	594	1,042	13,190	3,259
Yadkin	29.4	.0126	34.1	10.4	15.9	19.6	28.9	10.8	96,235	33,495	5,676	2,896	3,448	24,321	3,863
SUBURBAN TOTAL	513.9	.2204	32.2	10.7	17.4	20.8	24.4	188.0	1,208,877	314,625	81,635	41,410	66,815	220,907	58,589

PANG

NORTH CAROLINA

PIEDMONT AREA NEWSPAPER GROUP

- Burlington Daily Times-News
- Eden News
- High Point Enterprise/Times
- Lexington Dispatch
- Reidsville Review

IN NORTH CAROLINA YOU NEED PANG TO EFFECTIVELY COVER THE GREENSBORO/ WINSTON-SALEM/HIGH POINT ADI.

ADI CIRCULATION 92,140
ADI PENETRATION 20%

SAVE 17%
ON GROUP BUY

Sources:
Circulation 82-83

Represented
Nationally By:
LANDON ASSOCIATES

N.C. (cont.)

[illegible] ESTIMATES

	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HICKORY	**210.4**	**.0902**	**31.6**	**11.5**	**17.0**	**19.7**	**24.5**	**76.5**	**867,596**	**191,045**	**71,462**	**90,411**	**37,977**	**154,805**	**30,613**
Alexander	26.5	.0114	31.0	11.5	17.5	20.5	22.4	9.3	53,020	13,968	4,877	2,058	1,062	7,330	2,774
Burke	75.5	.0323	32.1	11.1	16.7	20.0	25.1	27.4	206,191	59,385	14,218	14,319	11,070	29,053	11,550
Catawba	108.4	.0465	31.5	11.7	17.3	19.3	24.6	39.8	608,685	117,692	52,367	74,034	25,845	118,422	16,289
• Hickory	24.2	.0104	32.9	15.0	15.5	16.8	30.0	9.9	304,583	62,852	31,514	36,000	16,672	52,342	9,665
SUBURBAN TOTAL	186.2	.0798	31.5	11.0	17.2	20.1	23.8	66.6	563,313	128,193	39,948	54,411	21,305	102,463	20,948
JACKSONVILLE	**116.1**	**.0498**	**23.0**	**33.4**	**16.6**	**13.1**	**11.0**	**32.3**	**348,461**	**55,668**	**39,369**	**37,177**	**25,739**	**96,346**	**8,478**
Onslow	116.1	.0498	23.0	33.4	16.6	13.1	11.0	32.3	348,461	55,668	39,369	37,177	25,739	96,346	8,478
• Jacksonville	20.1	.0086	27.0	17.9	19.5	16.8	17.6	7.0	222,072	31,825	24,084	34,552	18,568	44,257	7,915
SUBURBAN TOTAL	96.0	.0412	22.7	36.8	15.9	12.3	9.6	25.3	126,389	23,843	15,285	2,625	7,171	52,089	563
RALEIGH - DURHAM	**590.3**	**.2531**	**29.3**	**17.4**	**20.0**	**17.6**	**21.0**	**218.1**	**2,663,470**	**575,212**	**273,479**	**372,042**	**116,886**	**464,558**	**74,758**
Durham	157.3	.0674	30.0	16.2	19.6	16.3	23.8	59.3	752,247	162,242	65,865	129,482	34,456	130,904	24,321
• Durham	102.9	.0441	29.2	19.8	19.4	13.0	25.8	40.2	642,733	144,465	62,335	121,866	27,607	96,436	23,110
Franklin	30.9	.0133	32.1	12.4	15.6	16.6	28.9	10.6	65,375	22,161	2,695	3,507	1,332	10,485	3,120
Orange	81.6	.0350	26.8	26.8	21.0	14.8	17.8	30.0	253,375	58,370	36,359	21,255	13,579	20,770	9,931
• Chapel Hill	34.3	.0147	24.1	40.8	18.2	12.3	14.3	11.1	176,992	36,553	32,641	18,043	7,833	12,092	6,597
Wake	320.5	.1374	29.5	16.0	20.5	19.0	19.8	118.2	1,392,473	332,439	168,560	217,798	67,519	302,399	37,386
• Raleigh	158.4	.0679	29.0	20.8	20.5	16.7	20.9	60.4	992,756	137,891	98,729	135,642	38,818	218,231	21,994
SUBURBAN TOTAL	294.7	.1264	30.3	12.0	20.2	20.3	20.3	106.4	830,989	256,303	79,774	96,491	42,628	137,799	23,057
WILMINGTON	**108.6**	**.0466**	**31.0**	**12.8**	**18.0**	**17.8**	**25.1**	**40.8**	**601,173**	**132,766**	**58,602**	**87,552**	**30,124**	**107,404**	**22,537**
New Hanover	108.6	.0466	31.0	12.8	18.0	17.8	25.1	40.8	601,173	132,766	58,602	87,552	30,124	107,404	22,537
• Wilmington	44.5	.0191	31.5	15.2	16.2	13.6	30.8	18.2	421,845	84,255	41,169	49,614	23,075	90,462	21,594
SUBURBAN TOTAL	64.1	.0275	30.8	11.1	19.3	20.7	21.1	22.6	179,328	48,511	17,433	37,938	7,049	16,942	943
OTHER COUNTIES															
Alleghany	10.0	.0043	35.2	9.7	15.2	18.0	32.2	3.8	29,002	9,310	1,941	833	84	3,701	1,122
Anson	26.1	.0112	30.8	10.7	15.5	15.0	28.6	8.8	58,276	20,673	4,146	2,423	3,155	11,646	2,962
Ashe	23.0	.0098	34.4	10.1	15.4	18.7	30.3	8.6	87,373	20,371	3,195	6,012	5,071	22,027	3,036
Avery	14.8	.0064	31.0	14.0	16.3	17.5	26.0	5.1	47,038	12,027	3,025	518	945	9,387	915
Beaufort	41.4	.0177	32.1	10.6	15.5	17.0	28.6	15.1	212,376	52,448	10,409	16,067	9,393	53,232	6,563
Bertie	21.0	.0090	31.0	11.7	13.6	15.3	29.2	7.2	45,049	15,818	1,567	1,320	1,123	13,833	1,437
Bladen	31.4	.0135	30.7	11.3	16.4	16.6	26.3	10.9	71,761	21,921	3,144	5,398	2,379	16,369	3,073
Brunswick	39.3	.0168	31.5	10.7	16.2	17.8	26.5	14.2	100,204	43,650	7,536	7,780	2,007	7,642	4,100
Caldwell	70.4	.0302	31.3	11.6	16.4	20.0	23.9	25.1	255,747	64,263	15,085	18,321	13,183	75,996	6,230
Camden	5.9	.0025	32.2	11.7	13.8	18.2	28.0	2.0	6,532	1,484	19	59	62	136	
Carteret	43.7	.0187	32.4	12.6	16.8	17.6	28.0	16.9	192,388	54,681	26,097	18,522	9,128	19,479	7,439

RALEIGH DURHAM

Lowest

Unemployment

Raleigh-Durham has the second lowest unemployment rate in the entire United States.

Largest

Circulation

The largest daily newspaper buy in the Carolinas with a morning & evening circulation in excess of 224,500.

Where people can buy more because more people are working.

Source: U.S. Labor Department, Bureau of Statistics, March '83

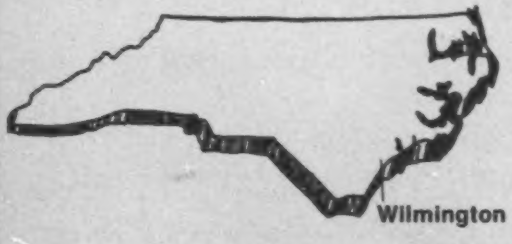
The News and Observer • THE RALEIGH TIMES

Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham NEWSPAPER SALES

N.C. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Caswell	21.2	.0091	30.9	12.1	16.8	17.8	25.3	6.8	26,183	8,529	385	3,200	356	6,065	1,292
Chatham	34.5	.0148	32.4	10.9	19.1	18.1	26.9	12.9	77,370	20,003	4,517	3,395	3,545	19,270	2,702
Cherokee	19.6	.0084	34.8	9.4	14.3	18.0	31.8	7.4	69,320	22,001	2,630	7,979	2,577	8,737	3,601
Chowan	13.0	.0055	33.1	10.5	15.1	15.7	31.4	4.8	39,631	12,411	1,158	3,130	1,677	6,440	3,108
Clay	7.1	.0031	35.5	9.3	16.0	15.9	34.7	2.6	20,650	4,347	760	208	472	6,309	1,917
Cleveland	85.9	.0368	31.4	11.5	16.2	18.2	25.9	30.1	315,427	76,796	26,370	38,974	12,590	58,567	15,412
Columbus	52.0	.0223	31.2	11.2	15.5	18.1	26.0	18.2	197,[illegible]	41,215	8,803	25,[illegible]	5,509	44,669	7,758
Craven	73.0	.0313	26.7	18.5	17.6	15.5	19.9	25.1	314,317	68,483	22,579	37,[illegible]	16,662	64,892	7,712
Currituck	12.5	.0053	32.3	11.4	15.6	17.5	28.3	4.7	23,827	7,258	1,124	1,701	517	416	41
Dare	15.3	.0066	34.0	11.6	18.3	16.7	31.5	6.2	115,496	35,536	24,405	4,608	6,952	5,272	1,162
Duplin	41.3	.0177	31.6	11.2	15.0	17.5	27.4	14.5	129,555	42,008	6,090	6,686	3,662	23,612	4,321
Edgecombe	56.7	.0243	29.6	12.0	16.6	16.0	25.1	19.2	202,443	51,181	8,990	21,242	29,017	43,356	5,118
Gates	9.0	.0039	33.0	11.5	14.7	16.4	30.7	2.9	12,644	3,838	428	2,406		3,664	
Graham	7.5	.0032	32.4	10.2	15.7	17.7	28.2	2.5	22,494	8,402	681	1,001	368	360	1,493
Granville	34.3	.0147	32.2	11.4	16.1	18.6	26.9	10.9	70,214	22,056	3,355	5,369	2,065	12,650	7,422
Greene	16.4	.0070	29.3	13.0	16.4	16.2	24.6	5.4	20,435	6,850	1,615	1,605	1,133	3,100	269
Halifax	55.3	.0237	31.2	11.3	14.9	16.0	28.4	19.0	201,494	58,000	17,303	17,953	10,571	27,117	8,077
Harnett	62.0	.0266	29.2	15.8	15.8	16.7	24.2	21.6	169,889	49,284	12,798	12,741	6,406	30,831	6,482
Haywood	47.3	.0202	35.3	10.0	15.0	19.4	31.0	17.8	201,847	50,710	13,332	12,715	4,456	41,656	8,145
Henderson	63.2	.0271	36.6	9.1	14.7	17.6	34.4	25.0	306,044	74,153	16,027	22,772	8,803	65,697	14,522
Hertford	23.0	.0099	30.6	13.9	14.4	15.6	28.0	7.7	103,868	28,503	6,310	10,412	5,547	16,299	6,768
Hoke	21.4	.0092	26.4	14.3	16.5	15.7	20.2	6.5	32,770	13,671	489	2,502	1,440	6,145	1,391
Hyde	5.9	.0025	31.9	11.9	14.6	15.1	30.4	2.1	10,125	3,085	2,912	1,553	503	74	30
Iredell	85.1	.0365	32.5	11.0	16.0	18.6	27.3	30.9	324,120	81,222	23,746	23,099	26,593	70,529	16,301
Jackson	26.7	.0114	28.7	21.6	15.0	16.3	24.2	9.1	72,586	20,286	3,592	1,729	2,372	17,820	2,508
Johnston	72.5	.0311	32.1	10.8	16.4	18.6	26.7	26.4	244,489	63,639	16,607	10,762	15,332	42,149	11,129
Jones	9.7	.0041	30.8	12.1	15.1	15.8	27.9	3.2	14,383	5,188	739	1,082	48	3,406	768
Lee	38.4	.0165	31.2	11.8	17.0	18.5	24.9	13.6	171,261	43,495	9,996	14,364	5,746	38,706	7,562
Lenoir	60.7	.0260	31.2	11.7	16.1	17.7	26.2	21.5	281,971	63,704	11,728	30,828	16,537	62,660	12,144
McDowell	36.1	.0155	32.4	10.7	15.9	18.8	27.0	13.0	121,640	30,659	7,076	7,123	3,373	22,471	5,673
Macon	21.6	.0092	38.2	8.8	14.2	17.8	36.3	8.5	90,349	20,268	4,299	7,212	2,579	9,597	4,849
Madison	16.8	.0072	33.0	14.2	14.8	17.2	29.8	6.0	32,924	11,406	2,854	2,703	452	6,478	1,600
Martin	26.1	.0112	31.3	11.2	15.6	16.9	27.3	8.8	81,554	20,150	8,292	10,634	2,556	14,319	2,192
Mitchell	14.7	.0062	35.6	10.4	14.9	19.1	31.8	5.3	61,592	18,252	4,881	6,395	1,753	13,531	2,191
Montgomery	23.3	.0100	31.7	11.4	16.0	16.7	28.1	8.2	55,666	23,013	3,326	3,137	445	8,404	2,850
Moore	53.7	.0230	33.9	11.2	15.0	16.4	32.0	20.6	198,447	59,165	13,887	9,057	9,293	34,287	6,347
Nash	69.3	.0297	31.2	11.5	17.0	17.5	26.0	25.1	319,125	68,313	36,095	43,722	13,417	48,751	9,170
Rocky Mount	42.6	.0183	31.6	10.6	17.3	16.1	28.0	16.2	329,745	66,251	37,406	49,701	29,195	47,182	8,826
Northampton	22.3	.0095	32.2	12.0	14.3	15.7	30.2	7.3	30,930	10,282	1,587	575	270	3,664	1,682
Pamlico	10.7	.0045	33.3	10.7	14.8	16.8	30.7	3.7	19,796	6,034	1,186	2,304	249	3,360	360
Pasquotank	28.9	.0124	30.1	16.0	15.1	15.6	26.9	10.3	172,476	38,639	9,826	17,247	7,669	37,523	5,802
Pender	23.5	.0101	32.0	10.1	16.0	17.1	28.2	8.1	41,446	16,778	3,965	1,383	244	7,509	1,614
Perquimans	9.8	.0042	34.4	11.2	13.4	16.2	33.0	3.6	21,812	4,712	1,171	924	481	5,341	466
Person	29.9	.0128	31.7	11.7	16.4	17.1	27.4	10.4	92,508	26,259	6,564	7,602	2,661	18,723	4,802
Pitt	89.8	.0385	27.3	21.2	17.4	15.2	21.4	33.7	425,946	90,293	36,786	55,515	17,088	84,079	17,140
Polk	13.4	.0058	39.7	8.7	13.4	16.6	39.0	5.3	34,735	10,296	3,225	3,827	889	5,320	1,820
Richmond	46.9	.0201	31.6	11.3	15.5	16.6	28.2	17.0	172,170	39,477	14,070	16,031	12,701	27,091	8,603
Robeson	105.5	.0452	27.7	12.5	16.1	15.8	22.4	33.5	341,282	89,070	18,057	28,444	19,509	57,872	13,423
Rockingham	86.0	.0369	32.4	11.2	16.2	17.9	27.9	31.6	298,464	89,898	19,936	22,510	23,552	48,515	17,797
Rutherford	55.4	.0238	33.4	10.2	15.2	17.8	29.8	20.5	196,917	45,748	10,893	18,150	11,039	52,497	12,098
Sampson	51.0	.0218	31.8	11.1	15.3	17.4	27.7	17.7	146,137	38,399	7,450	13,676	7,323	24,565	7,807
Scotland	33.6	.0144	28.4	12.9	16.8	16.2	22.6	11.1	119,905	42,410	6,182	9,789	3,997	27,229	5,207
Stanly	49.9	.0214	33.3	11.4	15.7	18.0	29.3	18.4	170,790	38,642	11,471	9,846	6,927	36,277	7,464
Surry	61.3	.0263	33.3	10.7	15.6	18.7	28.6	22.5	312,496	64,377	17,333	28,546	12,702	75,687	14,355
Swain	10.6	.0045	32.9	11.0	14.5	17.5	29.5	3.9	55,339	17,683	6,353	2,084	2,217	3,715	2,121
Transylvania	24.3	.0104	32.9	12.2	15.1	18.3	28.6	8.8	78,225	26,709	4,343	6,510	3,493	9,506	4,644
Tyrrell	4.0	.0017	33.4	11.2	13.0	15.4	32.5	1.4	11,620	3,532	1,209	375	324	2,749	195
Vance	37.6	.0161	31.1	11.0	16.2	16.4	27.2	12.9	168,858	53,089	7,850	14,898	9,162	27,317	7,408
Warren	16.4	.0070	32.8	11.0	14.0	14.6	32.3	5.4	26,642	9,875	492	1,435	2,220	1,271	1,130



North Carolina's Fastest
Growing Morning Newspaper

The Star-News
Wilmington, N.C.

Represented by Branham Newspaper Sales, Inc.

THE NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Source: FAS FAX, 3/31/83

CAN-DO

CHARLOTTE AREA NEWSPAPER DAILIES ORGANIZATION*

provides 27.5% coverage of nation's 32nd ranking ADI (A must! to supplement Charlotte, N.C. newspapers coverage of 31%)

173,713 circulation

23.9% group discount

Concord/Kannapolis Newspapers/Hickory Record/Lenoir News-Topic/Enquirer-Journal/Morganton News Herald/Rock Hill Evening Herald/Salisbury Post/Shelby Star Statesville Record & Landmark

Nationally marketed by **LANDON**

N.C. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/82 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1982 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Washington	14.9	.0064	29.4	11.8	16.4	16.3	24.5	5.0	56,964	19,159	3,218	4,870	2,427	11,246	1,282
Watauga	33.4	.0143	26.5	27.5	15.5	15.3	21.6	11.8	141,040	28,182	16,408	8,239	5,946	21,237	6,409
Wayne	100.0	.0429	29.0	14.4	17.1	17.8	22.0	34.7	395,155	74,574	24,927	61,118	17,386	80,439	9,354
Wilkes	60.9	.0261	31.7	11.5	17.2	19.2	25.1	22.0	209,836	52,317	18,540	18,379	6,436	30,866	10,401
Wilson	64.4	.0276	30.4	13.1	16.4	17.1	25.4	22.9	282,436	63,051	23,015	33,463	12,870	51,847	7,958
Yancey	15.6	.0067	33.8	9.8	16.2	18.0	30.0	5.6	39,657	14,859	1,254	2,423	948	6,440	2,580
TOTAL METRO COUNTIES	**3,314.7**	**1.4211**	**30.2**	**14.6**	**17.9**	**18.2**	**23.2**	**1,205.8**	**14,956,585**	**3,232,961**	**1,355,576**	**1,939,931**	**750,714**	**2,909,642**	**567,101**
TOTAL STATE	**6,073.8**	**2.6025**	**30.7**	**13.6**	**17.1**	**17.8**	**24.8**	**2,186.7**	**24,879,632**	**5,801,531**	**2,039,230**	**2,824,740**	**1,213,298**	**4,793,271**	**971,927**

N.C.
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ASHEVILLE	**1,299,985**	**17,729**	**31.8**	**31.0**	**8.9**	**3.2**	**.0660**
Buncombe	1,299,985	17,729	31.8	31.0	8.9	3.2	.0660
• Asheville	429,217	15,511	32.1	25.8	7.7	3.2	.0288
SUBURBAN TOTAL	870,768	18,901	31.6	33.8	9.5	3.2	.0372
BURLINGTON	**776,519**	**18,787**	**30.7**	**34.2**	**9.4**	**2.8**	**.0390**
Alamance	776,519	18,787	30.7	34.2	9.4	2.8	.0390
• Burlington	318,096	18,259	30.1	31.9	9.3	3.8	.0194
SUBURBAN TOTAL	458,423	19,145	30.9	35.9	9.4	2.2	.0196
CHARLOTTE - GASTONIA - ROCK HILL	**8,589,043**	**20,933**	**28.2**	**34.9**	**12.9**	**4.9**	**.4076**
Cabarrus	695,192	19,741	29.6	36.1	10.3	2.8	.0338
Gaston	1,253,372	19,426	30.9	36.0	9.3	2.8	.0614
• Gastonia	372,651	18,076	30.3	31.2	9.6	3.6	.0250
Lincoln	340,885	19,681	31.9	36.4	10.1	2.3	.0152
Mecklenburg	4,072,760	22,697	25.9	33.3	16.4	7.2	.1933
• Charlotte	3,294,729	21,736	27.1	32.7	15.1	6.9	.1541
Rowan	799,540	19,198	31.4	35.9	8.8	2.7	.0363
Union	537,385	19,641	30.0	36.6	8.7	3.5	.0256
York, S. C.	*889,909*	*21,677*	*26.4*	*36.3*	*14.0*	*4.5*	*.0420*
• Rock Hill	*257,863*	*18,527*	*29.7*	*32.2*	*11.2*	*2.6*	*.0176*
SUBURBAN TOTAL	4,663,800	20,841	28.6	36.8	11.9	3.8	.2109
FAYETTEVILLE	**1,801,642**	**17,495**	**34.8**	**30.4**	**8.8**	**2.9**	**.0900**
Cumberland	1,801,642	17,495	34.8	30.4	8.8	2.9	.0900
• Fayetteville	477,580	16,769	29.5	26.0	10.6	5.0	.0336
SUBURBAN TOTAL	1,324,062	17,719	37.1	32.2	8.0	2.0	.0564

FAYETTEVILLE METRO IS #1 IN GENERAL MERCHANDISE SALES IN NORTH CAROLINA

With an average of $2,190.00 per household.

#2 in ADI households in the Raleigh-Durham ADI.

The Fayetteville Observer
Established 1816

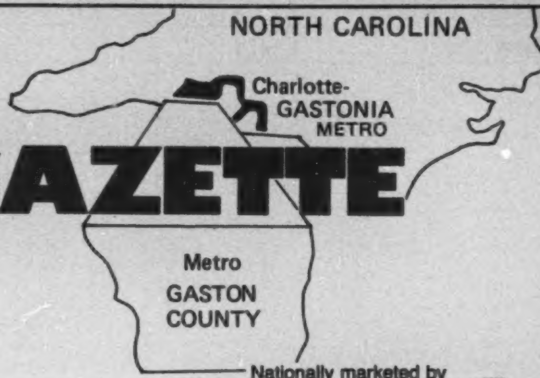
THE FAYETTEVILLE TIMES
Established 1973

Source: S & MM, 1983 Survey of Buying Power.

Nationally marketed by **LANDON ASSOCIATES, INC.**

New York Boston Chicago San Francisco Los Angeles Charlotte Raleigh Memphis
Detroit Philadelphia Pittsburgh Cleveland Syracuse Kansas City Dallas Harrisburg
Levittown Seattle Atlanta Cincinnati Buffalo Hartford

It takes the GASTONIA GAZETTE to sell the whole 'Metro' market!



Nationally marketed by

LANDON

N.C. (cont.)

ESTIMATES

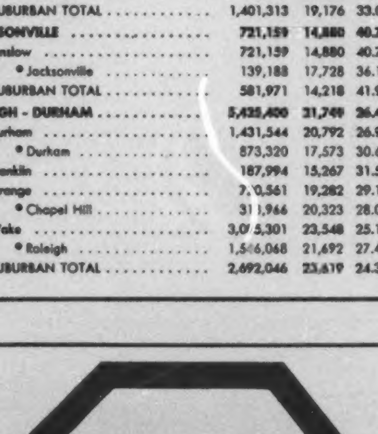
EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
GREENSBORO - WINSTON-SALEM -							
HIGH POINT	**7,538,389**	**20,130**	**28.8**	**33.1**	**12.5**	**4.8**	**.3613**
Davidson	886,118	18,777	32.1	34.5	9.2	2.4	.0409
Davie	197,896	18,924	29.7	33.8	9.4	3.9	.0086
Forsyth	2,367,842	21,630	25.9	32.5	15.3	6.3	.1119
• Winston-Salem	1,285,876	18,625	28.5	27.8	11.6	6.9	.0717
Guilford	2,899,113	20,489	28.5	32.3	13.4	5.7	.1470
• Greensboro	1,425,208	19,897	29.4	30.8	13.0	6.0	.0818
• High Point	521,730	17,567	31.3	29.0	9.8	4.3	.0316
Randolph	695,349	18,161	34.7	34.0	7.6	1.9	.0320
Stokes	273,504	21,024	25.8	37.6	12.3	3.0	.0108
Yadkin	218,567	18,161	28.1	32.8	9.8	2.7	.0101
SUBURBAN TOTAL	4,305,575	20,929	28.4	35.9	13.0	3.8	.1762
HICKORY	**1,625,300**	**19,025**	**33.1**	**35.5**	**8.1**	**3.0**	**.0790**
Alexander	180,313	17,881	34.8	34.8	5.8	2.0	.0075
Burke	547,380	17,617	36.1	33.3	6.2	2.1	.0247
Catawba	897,607	20,377	30.5	37.3	10.0	3.9	.0465
• Hickory	223,987	17,864	32.2	27.5	9.3	7.0	.0155
SUBURBAN TOTAL	1,401,313	19,176	33.0	36.8	8.0	2.5	.0635
JACKSONVILLE	**721,159**	**14,880**	**40.7**	**25.2**	**5.6**	**1.3**	**.0361**
Onslow	721,159	14,880	40.7	25.2	5.6	1.3	.0361
• Jacksonville	139,188	17,728	36.1	31.4	9.2	1.7	.0110
SUBURBAN TOTAL	581,971	14,218	41.9	23.5	4.6	1.3	.0251
RALEIGH - DURHAM	**5,425,400**	**21,749**	**26.4**	**32.3**	**15.5**	**6.5**	**.2483**
Durham	1,431,544	20,792	26.9	30.9	15.3	5.8	.0670
• Durham	873,320	17,573	30.6	27.8	10.5	4.8	.0470
Franklin	187,994	15,267	31.5	27.3	7.2	1.8	.0088
Orange	7[illegible]0,561	19,282	29.1	29.1	11.9	7.2	.0305
• Chapel Hill	31[illegible],966	20,323	28.0	24.1	13.4	13.2	.0150
Wake	3,0[illegible]5,301	23,548	25.1	34.5	17.2	7.0	.1420
• Raleigh	1,5[illegible]6,068	21,692	27.4	31.0	15.6	7.6	.0763
SUBURBAN TOTAL	2,692,046	23,619	24.3	35.7	17.5	5.7	.1100

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**911,630**	**19,579**	**26.7**	**31.9**	**12.2**	**4.8**	**.0467**
New Hanover	911,630	19,579	26.7	31.9	12.2	4.8	.0467
• Wilmington	333,915	14,040	30.0	22.1	7.7	4.0	.0230
SUBURBAN TOTAL	577,715	23,640	24.1	39.7	15.8	5.5	.0237
OTHER COUNTIES							
Alleghany	59,896	13,349	37.6	19.4	4.5	2.2	.0031
Anson	147,891	14,762	34.1	26.0	5.2	1.4	.0072
Ashe	137,448	13,623	34.9	24.4	3.8	1.4	.0075
Avery	84,512	13,832	38.4	23.6	3.9	1.3	.0046
Beaufort	277,213	15,680	31.3	27.4	7.6	2.4	.0157
Bertie	120,643	13,464	30.8	24.7	5.0	2.5	.0057
Bladen	168,756	13,071	34.5	22.0	3.5	1.8	.0085
Brunswick	282,974	17,682	27.7	31.5	9.4	3.0	.0128
Caldwell	472,581	17,337	36.1	32.5	5.8	1.8	.0239
Camden	38,914	18,481	25.8	34.9	8.3	2.4	.0016
Carteret	337,642	17,466	32.8	30.8	8.5	2.8	.0168
Caswell	105,686	13,906	35.5	25.2	3.4	.7	.0050
Chatham	248,430	17,834	33.9	33.1	7.0	1.8	.0109
Cherokee	108,486	12,080	36.3	19.8	3.1	1.1	.0060
Chowan	88,626	15,078	33.0	26.5	5.7	3.5	.0042
Clay	41,280	13,435	37.7	19.1	5.2	2.0	.0023
Cleveland	631,825	19,194	29.4	35.3	9.8	2.6	.0304
Columbus	318,604	14,361	31.6	24.1	7.1	2.7	.0172
Craven	528,148	16,985	31.8	29.1	9.2	2.9	.0269
Currituck	84,246	15,668	33.0	26.8	8.3	1.4	.0037
Dare	132,198	17,830	35.0	30.3	8.5	4.4	.0075
Duplin	246,992	14,606	32.2	25.7	5.8	1.9	.0127
Edgecombe	355,591	16,643	30.0	30.8	7.4	1.9	.0187
Gates	51,000	15,889	30.4	30.4	5.6	1.3	.0024
Graham	35,715	12,686	39.1	19.1	2.2	1.0	.0020
Granville	217,907	17,392	31.0	30.6	9.1	2.3	.0098
Greene	103,493	15,878	32.3	27.7	7.3	3.4	.0043



IF YOU'RE BUYING CHARLOTTE

You're making a good buy, but are you missing North Carolina's largest metro area?

The WINSTON-SALEM/Greensboro/High Point metro area accounts for:

- 850,000 people; 193,200 more than Charlotte
- $7.3 billion in EBI; $1½ billion more than Charlotte
- $4 billion in total retail sales; $800 million more than Charlotte

And in circulation, The Winston-Salem Journal and Sentinel leads all others in North Carolina's largest and the nation's 48th metro area. A North Carolina media buy is not complete without us.

SOURCE: Sales & Marketing Management Survey of Buying Power, 1983. (Preliminary)

The Winston-Salem Journal and Sentinel
P.O. Box 3159, Winston-Salem, N.C. 27102 (919) 727-7418
Represented Nationally by Sawyer-Ferguson-Walker Company

N.C. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME
1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Halifax	321,812	13,657	29.3	24.9	5.3	2.5	.0176
Harnett	375,977	14,797	34.9	26.7	5.3	1.6	.0188
Haywood	349,510	17,247	31.1	30.7	9.3	2.2	.0175
Henderson	536,394	19,001	30.1	31.8	11.1	4.1	.0261
Hertford	147,504	16,183	29.5	28.0	8.1	3.4	.0082
Hoke	129,024	17,340	31.6	31.0	8.8	2.2	.0057
Hyde	31,691	12,333	33.6	21.0	3.3	1.7	.0015
Iredell	615,434	18,032	32.9	33.9	7.5	2.4	.0303
Jackson	160,655	14,104	35.3	24.0	4.7	2.3	.0080
Johnston	453,335	15,076	33.2	27.2	5.1	1.9	.0233
Jones	54,304	14,695	33.6	26.3	4.7	2.4	.0026
Lee	288,546	18,279	30.7	32.1	8.6	4.7	.0145
Lenoir	409,570	16,492	31.2	29.6	7.7	2.8	.0224
McDowell	235,059	16,764	34.6	33.3	4.3	1.3	.0118
Macon	149,578	14,486	37.2	22.6	5.7	2.6	.0079
Madison	101,726	13,152	33.3	22.1	3.9	2.6	.0046
Martin	153,703	15,011	33.0	26.2	6.6	1.8	.0081
Mitchell	93,612	15,841	33.8	30.7	4.8	1.3	.0052
Montgomery	146,126	16,230	34.1	30.1	5.5	1.7	.0068
Moore	441,021	18,259	30.8	30.3	8.9	5.3	.0202
Nash	503,668	17,025	29.6	29.5	8.8	3.6	.0262
Rocky Mount	324,652	17,060	28.5	29.1	9.0	4.0	.0201
Northampton	124,666	13,248	33.3	21.1	5.5	2.8	.0057
Pamlico	63,672	14,945	29.8	27.0	6.5	1.9	.0029
Pasquotank	186,606	15,332	32.5	26.7	6.9	2.1	.0115
Pender	1[illegible]0,000	14,556	31.5	26.3	6.2	2.3	.0063
Perquimans	53,970	12,881	34.6	22.6	3.6	.7	.0027
Person	199,504	17,235	31.5	31.8	8.6	1.3	.0098
Pitt	642,278	15,697	30.2	27.1	7.7	3.2	.0341
Polk	112,266	17,664	30.2	27.9	10.9	5.2	.0046
Richmond	297,208	15,592	32.8	28.9	6.2	1.1	.0155
Robeson	591,217	14,901	33.7	26.4	5.4	2.2	.0320
Rockingham	658,092	18,714	29.6	33.0	10.6	2.8	.0307
Rutherford	381,648	16,671	33.2	30.9	6.4	1.9	.0190
Sampson	297,639	14,416	34.3	25.7	5.2	1.5	.0151
Scotland	223,565	17,797	28.6	32.2	9.5	2.2	.0113
Stanly	368,728	18,212	32.2	33.3	8.6	2.2	.0175
Surry	416,956	16,219	33.9	29.6	6.1	2.1	.0234
Swain	55,459	12,368	38.7	16.9	3.4	1.0	.0037
Transylvania	210,290	22,092	23.5	35.7	14.8	5.0	.0091
Tyrrell	22,379	14,646	31.3	26.6	5.6	.8	.0011
Vance	243,503	15,923	32.1	27.8	7.6	2.8	.0134
Warren	81,808	12,503	33.7	20.7	4.0	1.2	.0040
Washington	104,908	18,272	26.5	30.1	11.4	4.3	.0052
Watauga	214,440	13,975	31.5	23.2	7.3	2.4	.0116
Wayne	627,773	15,432	34.5	27.5	5.9	2.0	.0339
Wilkes	409,715	16,352	35.8	28.5	5.9	2.5	.0203
Wilson	445,389	16,646	31.4	29.6	8.1	2.6	.0235
Yancey	83,542	13,185	38.0	21.4	2.5	1.1	.0045
TOTAL METRO COUNTIES	**27,799,158**	**19,939**	**29.3**	**33.1**	**12.1**	**4.7**	**1.3320**
TOTAL STATE	**46,181,325**	**18,170**	**30.7**	**31.1**	**9.9**	**3.7**	**2.2631**

NORTH DAKOTA

N.D.
S&MM ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BISMARCK	**86.9**	**.0373**	**28.4**	**14.3**	**18.8**	**16.4**	**21.2**	**31.3**	**491,070**	**96,178**	**49,494**	**75,447**	**21,279**	**91,117**	**18,286**
Burleigh	59.8	.0256	28.2	15.2	19.5	16.7	20.0	21.8	369,481	71,173	35,899	74,201	17,503	54,861	15,583
• Bismarck	48.3	.0207	28.5	15.5	19.7	16.4	20.8	18.4	365,990	70,707	35,206	74,201	17,503	54,861	15,583
Morton	27.1	.0117	28.7	12.2	17.0	15.5	23.9	9.5	121,589	25,005	13,595	1,246	3,776	36,256	2,703
SUBURBAN TOTAL	38.6	.0166	28.2	12.7	17.8	16.3	21.6	12.9	125,080	25,471	14,288	1,246	3,776	36,256	2,703
FARGO - MOORHEAD	**143.8**	**.0617**	**27.7**	**20.1**	**18.5**	**14.8**	**21.8**	**53.3**	**886,483**	**155,876**	**102,800**	**119,495**	**40,120**	**148,473**	**28,549**
Cass	93.6	.0402	28.3	18.5	20.4	15.0	21.3	36.0	678,594	103,105	73,128	114,980	25,109	121,914	18,973
• Fargo	64.9	.0278	28.0	21.9	20.3	14.0	21.8	26.0	598,827	84,760	66,031	101,792	23,795	114,982	17,845
Clay, Minn.	*50.2*	*.0215*	*26.4*	*23.2*	*15.1*	*14.5*	*22.6*	*17.3*	*207,889*	*52,771*	*29,672*	*4,515*	*15,011*	*26,559*	*9,576*
• Moorhead	*30.0*	*.0129*	*24.6*	*31.2*	*14.4*	*12.6*	*21.2*	*10.3*	*162,626*	*44,701*	*25,737*	*4,003*	*12,907*	*21,136*	*6,129*
SUBURBAN TOTAL	48.9	.0210	29.3	10.9	18.5	17.2	22.2	17.0	125,030	26,415	11,032	13,700	3,418	12,355	4,575

Coming In September

Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the September 12 issue. **Ads close August 22.**

For information call: 212/986-4800

N.D. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GRAND FORKS	**68.2**	**.0293**	**25.3**	**23.0**	**19.6**	**13.4**	**17.5**	**23.6**	**387,863**	**53,786**	**40,826**	**36,994**	**18,339**	**73,525**	**8,383**
Grand Forks	68.2	.0293	25.3	23.0	19.6	13.4	17.5	23.6	387,863	53,786	40,826	36,994	18,339	73,525	8,383
• Grand Forks	45.3	.0194	25.6	25.4	18.9	13.4	18.7	16.7	351,205	48,660	36,704	36,346	17,939	54,983	7,748
SUBURBAN TOTAL	22.9	.0099	24.8	18.2	20.8	13.6	15.0	6.9	36,658	5,126	4,122	648	400	18,542	635
OTHER COUNTIES															
Adams	3.6	.0015	34.2	9.7	14.8	15.9	32.8	1.3	13,954	3,884	684	140		3,843	379
Barnes	13.9	.0060	32.8	14.3	14.0	14.0	32.9	5.3	66,792	13,066	7,152	3,574	2,002	13,323	2,563
Benson	8.0	.0034	29.9	9.6	12.6	14.0	29.6	2.5	9,793	2,698	1,692	313	29	45	83
Billings	1.1	.0005	29.5	11.1	14.3	16.5	25.7	.4	1,668	591	352				
Bottineau	9.2	.0039	33.8	11.3	13.6	14.9	33.5	3.3	36,203	7,285	3,380	1,879	1,106	5,420	887
Bowman	4.4	.0019	30.9	10.7	14.6	16.1	28.0	1.6	22,696	5,236	4,414	175	405	4,977	662
Burke	3.7	.0016	39.8	7.6	11.7	15.8	39.3	1.5	10,115	3,092	1,429	48	67	1,299	136
Cavalier	7.5	.0032	34.9	8.9	13.3	16.4	33.4	2.7	26,365	6,406	2,387	456	1,185	2,816	1,462
Dickey	7.4	.0031	33.3	11.0	13.8	14.9	32.8	2.5	19,693	6,033	2,459	814	750	3,706	1,322
Divide	3.3	.0015	41.1	7.6	12.2	14.9	41.2	1.3	14,250	6,909	1,155	274	149	2,058	389
Dunn	4.6	.0019	30.4	11.3	14.4	15.8	27.7	1.6	9,608	1,387	998			4,708	589
Eddy	3.4	.0015	38.2	8.6	12.4	14.2	38.9	1.4	11,829	1,991	983	109	140	1,621	72
Emmons	5.7	.0024	35.3	7.9	10.5	16.4	34.0	2.0	13,773	3,117	1,285	308	119	2,818	554
Foster	4.6	.0020	33.3	10.1	13.1	15.3	32.5	1.6	24,633	6,600	1,286	725	281	6,630	683
Golden Valley	2.4	.0010	33.7	8.9	13.3	14.8	33.5	.9	15,592	3,932	804		450	3,504	116
Grant	4.1	.0017	34.1	8.0	13.5	15.8	32.9	1.5	12,225	3,952	1,139	78		2,608	311
Griggs	3.7	.0016	39.0	8.0	14.1	13.8	39.9	1.4	6,915	1,871	1,324	304	22	735	
Hettinger	4.2	.0018	35.0	8.9	13.1	15.8	34.1	1.5	11,687	1,742	1,209	52	76	3,313	503
Kidder	3.8	.0016	34.4	8.6	12.4	16.7	32.6	1.4	4,539	1,177	355		23	366	38
La Moure	6.4	.0028	36.0	8.9	12.2	15.0	36.0	2.3	14,992	3,423	1,496	67	306	2,566	304
Logan	3.3	.0014	38.7	8.2	9.9	16.7	37.4	1.2	9,151	2,978	1,270		21	1,908	331
McHenry	7.6	.0032	36.0	8.5	12.6	15.6	35.4	2.8	18,629	2,920	2,109	863	23	2,596	1,288
McIntosh	4.5	.0020	45.1	7.4	9.5	16.6	44.2	1.9	14,768	4,953	1,310		157	2,312	875
McKenzie	7.7	.0033	28.7	12.2	16.1	15.6	24.3	2.6	15,405	3,696	2,729	53	229	1,572	729
McLean	12.9	.0055	32.1	9.4	15.6	15.3	30.2	4.6	29,474	8,042	3,617	2,070	541	2,913	1,142
Mercer	10.8	.0046	29.4	12.1	18.3	16.3	23.5	3.9	26,098	7,221	2,527	324	473	5,628	1,742
Mountrail	7.6	.0032	33.1	9.2	14.0	15.2	32.1	2.8	30,169	7,974	3,339	559	507	4,775	1,575
Nelson	5.2	.0022	42.5	7.2	11.4	15.3	42.6	2.0	22,131	2,383	2,780	1,171	69	2,598	365
Oliver	2.6	.0012	28.9	10.9	17.3	16.9	22.6	.8	2,040	514	241	73			
Pembina	10.5	.0045	34.0	8.9	15.0	15.3	33.1	3.9	45,496	15,041	4,889	691	243	9,224	1,164
Pierce	6.2	.0026	34.1	9.8	11.6	15.9	33.1	2.0	30,961	6,832	2,109	1,402	598	9,570	1,378
Ramsey	13.2	.0057	32.3	11.7	14.5	14.6	31.5	4.9	94,083	16,953	6,052	2,705	[illegible]	14,335	5,780
Ransom	6.7	.0028	35.8	8.2	14.0	14.4	36.3	2.4	21,383	5,893	3,507	188	201	2,718	1,402
Renville	3.6	.0016	34.8	8.1	13.4	16.9	32.8	1.3	8,195	1,417	871		52	863	351
Richland	19.9	.0085	28.7	20.9	13.8	12.9	28.3	6.8	82,124	13,836	6,028	4,776	4,809	17,130	3,921
Rolette	12.6	.0054	24.9	11.6	13.7	14.7	21.4	3.7	34,700	8,386	2,931	1,281	377	4,089	1,359
Sargent	5.4	.0023	32.6	9.6	14.9	15.3	31.2	2.0	10,267	3,242	1,843	[illegible]		540	50
Sheridan	2.8	.0012	38.7	8.3	11.6	17.4	36.9	1.0	5,299	956	495		347	863	157
Sioux	3.7	.0016	22.3	11.7	14.4	15.4	15.6	.9	2,489	751	711	96	24		
Slope	1.1	.0005	31.1	10.8	13.5	15.5	29.2	.4	273	82	113				
Stark	26.0	.0111	26.8	16.9	17.3	14.0	21.8	9.0	135,003	26,409	12,388	8,891	9,360	24,076	4,286
Steele	2.9	.0013	36.3	8.3	13.1	17.0	34.5	1.1	8,764	263	334	1,285		3,165	
Stutsman	24.8	.0106	31.4	12.9	16.4	15.8	28.3	9.2	133,251	27,279	12,647	7,930	3,505	24,494	4,243
Towner	4.0	.0017	37.4	9.3	12.5	14.4	37.8	1.5	10,605	1,912	1,536	160	634	1,471	1,020
Traill	9.8	.0042	34.5	13.3	12.4	14.1	35.3	3.6	38,227	9,074	4,242	213	510	7,530	1,923
Walsh	15.3	.0066	34.4	9.3	14.9	15.9	33.2	5.5	71,504	16,560	6,084	5,932	1,213	15,089	1,673
Ward	60.0	.0257	26.8	17.3	18.5	15.1	19.7	21.1	390,388	67,893	34,669	49,792	11,676	93,003	11,246
Wells	6.9	.0030	38.0	8.3	11.7	15.6	37.6	2.6	24,454	6,883	2,501	511	1,540	2,134	1,065
Williams	24.0	.0102	28.8	15.0	17.3	15.1	24.2	9.2	129,738	21,035	13,168	13,001	7,994	28,862	4,521
TOTAL METRO COUNTIES	**248.7**	**.1068**	**27.5**	**18.3**	**19.5**	**15.0**	**20.3**	**90.9**	**1,557,527**	**253,069**	**163,448**	**227,421**	**64,727**	**286,556**	**45,642**
TOTAL STATE	**675.3**	**.2894**	**29.5**	**14.6**	**16.6**	**15.1**	**25.8**	**243.6**	**3,349,918**	**628,839**	**336,471**	**340,754**	**120,073**	**636,370**	**110,281**

THE FORUM DOMINATES
A DAILY & SUNDAY NEWSPAPER

This $1,326,054,000* MARKET In The Rich Red River Valley Of The North

73% Household coverage, City Zone

67% Household coverage, 2 County Metro

51% Household coverage, Retail Trading Zone

With A Per Household Effective Buying Income of Over $21,000
for complete information write

Mr. Tim Larson, THE FORUM
P.O. Box 2020, Fargo, ND 58107

Represented Nationally by
Story & Kelly Smith

*1982 S&MM Survey of Buying Power Part II

N.D.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BISMARCK	**836,557**	**24,041**	**23.8**	**33.8**	**17.5**	**8.1**	**.0402**
Burleigh	635,845	26,648	21.9	33.3	20.5	10.4	.0300
• Bismarck	538,093	26,933	21.7	33.1	20.9	10.7	.0265
Morton	200,712	19,467	28.1	35.2	10.6	2.7	.0102
SUBURBAN TOTAL	298,464	20,746	26.8	35.1	12.7	4.3	.0137
FARGO - MOORHEAD	**1,387,493**	**22,911**	**24.8**	**34.2**	**16.2**	**6.9**	**.0684**
Cass	975,710	24,033	23.7	34.2	17.2	8.2	.0490
• Fargo	699,406	23,328	24.6	32.9	16.7	8.0	.0380
Clay, Minn.	*411,783*	*20,914*	*27.1*	*34.4*	*14.0*	*4.2*	*.0194*
• *Moorhead*	*251,127*	*20,709*	*27.5*	*33.4*	*14.3*	*4.2*	*.0128*
SUBURBAN TOTAL	436,960	23,740	23.7	36.6	16.6	6.7	.0176
GRAND FORKS	**742,649**	**25,961**	**23.2**	**31.1**	**19.4**	**12.9**	**.0336**
Grand Forks	742,649	25,961	23.2	31.1	19.4	12.9	.0336
• Grand Forks	529,085	26,877	21.5	28.7	20.2	14.5	.0256
SUBURBAN TOTAL	213,564	24,340	27.1	36.8	17.3	9.1	.0080
OTHER COUNTIES							
Adams	23,354	16,283	32.5	29.3	5.9	2.5	.0012
Barnes	114,808	18,517	29.3	30.4	11.0	4.4	.0056
Benson	50,375	17,549	31.9	30.2	8.1	3.9	.0022
Billings	13,707	29,714	23.7	24.6	17.2	22.0	.0004
Bottineau	80,961	20,318	28.9	28.9	15.3	6.7	.0036
Bowman	40,973	21,541	26.0	28.8	15.6	9.3	.0019
Burke	34,744	20,167	27.0	29.3	15.6	5.5	.0014
Cavalier	59,371	19,169	28.4	32.9	10.6	4.3	.0026
Dickey	50,171	16,171	31.0	27.6	8.0	4.0	.0024
Divide	34,414	23,265	22.9	31.5	18.6	8.3	.0015
Dunn	37,077	18,694	34.3	25.9	13.5	6.7	.0014
Eddy	25,932	16,132	35.4	28.7	5.1	2.8	.0012
Emmons	33,132	13,417	32.1	20.4	6.2	3.1	.0017
Foster	37,831	19,630	31.7	32.5	8.1	8.3	.0019
Golden Valley	24,197	22,700	25.8	28.8	17.6	9.8	.0012
Grant	19,447	10,246	31.6	15.1	3.3	1.1	.0011
Griggs	28,860	18,109	32.1	30.7	10.4	2.8	.0012
Hettinger	27,820	15,456	36.3	25.2	6.4	3.3	.0013
Kidder	20,763	12,254	35.0	17.6	3.9	2.6	.0009
La Moure	44,742	16,741	33.9	26.9	9.1	3.1	.0020
Logan	19,465	13,065	32.8	22.2	5.3	2.3	.0011
McHenry	58,021	18,266	26.0	29.8	11.2	4.2	.0024
McIntosh	28,537	11,882	31.6	19.8	5.2	1.2	.0015
McKenzie	84,137	28,412	20.2	29.1	20.3	17.9	.0030
McLean	117,432	22,722	24.8	32.1	17.0	6.9	.0046
Mercer	99,471	24,337	21.8	37.7	17.5	5.3	.0039
Mountrail	66,989	20,814	27.3	31.0	14.1	6.9	.0031
Nelson	37,881	16,070	29.7	27.6	8.4	3.0	.0018
Oliver	15,368	18,158	30.0	38.0	5.3	2.4	.0007
Pembina	90,041	19,791	29.1	31.8	11.9	5.7	.0042
Pierce	40,648	16,594	34.3	26.6	10.2	3.5	.0024
Ramsey	120,017	21,417	26.5	32.8	14.9	5.9	.0064
Ransom	51,325	18,859	31.0	33.1	10.6	3.1	.0024
Renville	30,188	20,278	29.1	32.2	12.5	6.2	.0011
Richland	162,246	20,450	28.3	33.6	12.3	5.5	.0078
Rolette	74,373	16,129	28.6	27.1	9.7	3.8	.0037
Sargent	42,833	19,222	31.0	33.1	10.7	3.8	.0017
Sheridan	23,469	20,677	24.4	32.2	13.7	6.2	.0010
Sioux	15,650	14,148	31.6	25.4	6.4	2.2	.0007
Slope	6,861	14,786	34.0	23.0	7.0	2.5	.0002
Stark	268,528	26,745	20.1	30.6	20.8	13.1	.0121
Steele	23,895	19,421	28.7	30.7	12.2	5.1	.0011
Stutsman	220,797	20,877	26.8	32.4	14.8	5.2	.0109
Towner	33,987	20,175	26.0	32.0	13.3	5.1	.0014
Traill	84,930	20,580	27.3	32.9	12.9	5.8	.0038
Walsh	127,389	19,952	26.3	30.6	13.3	6.0	.0063
Ward	547,290	22,092	28.3	33.6	15.3	6.6	.0283
Wells	57,357	18,746	28.4	28.9	12.2	5,6	.0026
Williams	304,661	30,770	17.4	29.9	24.0	16.8	.0126
TOTAL METRO COUNTIES	**2,554,916**	**24,514**	**23.6**	**33.3**	**17.9**	**9.4**	**.1228**
TOTAL STATE	**6,211,381**	**21,827**	**26.0**	**31.5**	**15.3**	**7.7**	**.2923**

OHIO

OHIO
ESTIMATES

POPULATION—12/31/82 · RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**654.1**	**.2804**	**31.0**	**13.6**	**16.9**	**17.0**	**26.2**	**238.9**	**3,075,892**	**874,284**	**307,308**	**380,471**	**98,522**	**402,517**	**105,095**
Portage	139.2	.0597	27.5	18.1	17.7	17.1	19.6	46.8	433,379	138,888	37,529	21,256	11,897	68,630	10,546
• Kent	26.8	.0115	23.8	40.0	19.0	9.7	14.2	9.2	150,080	23,159	19,935	16,445	5,986	35,026	2,506
Summit	514.9	.2207	32.0	12.4	16.7	17.0	28.0	192.1	2,642,513	735,396	269,779	359,215	86,625	333,887	94,549
• Akron	229.8	.0985	31.4	14.0	17.0	14.2	29.7	90.5	1,308,343	270,156	147,488	242,058	36,032	175,827	46,089
• Barberton	29.6	.0127	32.2	12.6	16.3	14.4	31.0	11.5	115,259	35,982	15,370	8,583	3,093	14,905	5,906
Cuyahoga Falls	42.8	.0183	32.3	12.4	18.4	15.4	29.7	16.8	161,873	30,942	17,131	6,501	5,675	26,729	8,223
SUBURBAN TOTAL	367.9	.1577	31.4	11.5	16.6	19.5	24.5	127.7	1,502,210	544,987	124,515	113,385	53,411	176,759	50,594
CANTON	**407.1**	**.1745**	**31.8**	**11.6**	**16.4**	**17.4**	**27.4**	**147.5**	**1,920,975**	**544,245**	**173,110**	**269,347**	**64,826**	**288,090**	**61,763**
Carroll	26.7	.0114	30.7	10.7	16.7	17.1	25.7	9.0	88,410	22,598	7,245	8,261	1,340	26,052	454
Stark	380.4	.1631	31.9	11.7	16.4	17.4	27.5	138.5	1,832,565	521,647	165,865	261,086	63,486	262,038	61,309
• Canton	90.5	.0388	32.0	12.9	16.4	14.0	31.1	36.5	537,947	161,146	32,745	54,457	14,404	79,206	15,422
• Massillon	31.0	.0133	32.8	12.4	15.2	15.5	31.2	11.9	239,352	80,046	14,870	40,048	7,812	35,109	10,604
SUBURBAN TOTAL	285.6	.1224	31.7	11.1	16.8	18.6	25.8	99.1	1,143,676	303,053	125,495	174,842	42,610	173,775	35,737
CINCINNATI	**1,406.6**	**.6029**	**30.5**	**12.8**	**16.9**	**17.0**	**25.5**	**514.9**	**6,622,574**	**1,666,438**	**687,832**	**1,057,000**	**262,786**	**846,895**	**229,742**
Clermont	139.0	.0596	28.3	12.3	18.3	18.5	19.3	47.2	490,521	153,226	34,013	44,628	9,885	90,345	12,553
Hamilton	859.1	.3682	31.3	13.2	16.5	16.5	27.4	326.6	4,392,374	1,041,726	473,344	779,211	200,502	590,843	129,131
• Cincinnati	373.3	.1600	30.7	15.8	17.7	13.4	29.0	157.5	1,613,371	322,416	241,344	168,322	72,624	215,817	65,377
Warren	103.1	.0442	29.3	12.7	18.2	19.6	20.0	34.2	330,487	69,710	45,357	47,717	15,020	26,700	13,587
Dearborn, Ind.	*35.8*	*.0153*	*30.7*	*10.5*	*16.0*	*17.9*	*25.3*	*12.2*	*107,503*	*30,382*	*12,247*	*3,569*	*3,603*	*14,578*	*11,461*
Boone, Ky.	*49.8*	*.0213*	*28.6*	*11.7*	*18.7*	*19.0*	*19.0*	*16.7*	*455,437*	*91,807*	*36,578*	*103,472*	*3,759*	*32,766*	*8,627*
Campbell, Ky.	*81.6*	*.0350*	*31.0*	*12.3*	*15.3*	*16.0*	*27.8*	*28.5*	*302,985*	*97,905*	*34,663*	*28,647*	*8,719*	*37,940*	*15,390*
Kenton, Ky.	*138.2*	*.0593*	*30.1*	*12.5*	*17.1*	*16.1*	*25.5*	*49.5*	*543,267*	*181,682*	*51,630*	*49,756*	*21,298*	*53,723*	*38,993*
Covington	*49.0*	*.0210*	*30.9*	*13.0*	*15.6*	*13.6*	*29.9*	*18.9*	*287,977*	*77,350*	*35,285*	*17,742*	*11,318*	*49,612*	*12,454*
SUBURBAN TOTAL	1,033.3	.4429	30.5	11.8	16.6	18.3	24.2	357.4	5,009,203	1,344,022	446,488	888,678	190,162	631,078	164,365

OHIO (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,674.0***	***.7175***	***30.3***	***13.3***	***16.8***	***17.1***	***25.1***	***608.5***	***7,564,439***	***1,973,300***	***777,001***	***1,152,615***	***297,319***	***976,174***	***259,427***
CLEVELAND	**1,852.6**	**.7942**	**32.6**	**11.8**	**16.4**	**17.3**	**28.8**	**697.9**	**9,177,773**	**2,221,887**	**859,367**	**1,393,890**	**337,731**	**1,364,910**	**420,192**
Cuyahoga	1,436.3	.6156	33.4	12.0	16.2	16.6	30.7	557.9	7,254,633	1,721,136	717,745	1,121,663	277,526	1,029,528	351,320
• Cleveland	537.6	.2304	31.4	13.4	15.8	14.8	29.5	211.2	1,642,920	392,522	225,616	233,043	63,286	139,367	83,543
Cleveland Heights	55.6	.0238	31.7	11.1	21.6	16.3	26.6	21.3	222,870	86,069	12,281	27,791	3,380	24,950	12,995
Euclid	57.4	.0246	37.4	11.7	16.7	14.7	37.8	25.2	367,671	50,293	30,383	47,475	15,199	98,291	18,461
Lakewood	60.3	.0258	32.6	12.5	20.3	14.9	30.2	27.2	283,904	104,145	32,128	1,405	9,847	81,605	14,778
Parma	91.1	.0390	35.4	12.1	15.1	16.4	34.2	34.0	607,709	180,223	44,553	94,685	24,254	134,738	18,075
Geauga	77.7	.0334	30.7	9.8	15.6	21.1	22.1	24.5	309,113	98,844	17,411	14,914	4,132	56,096	10,810
Lake	216.4	.0928	30.8	11.6	17.5	19.0	23.6	75.7	1,080,536	255,601	89,315	212,406	43,982	171,234	34,502
Mentor	42.8	.0183	30.2	10.1	18.6	21.1	20.0	14.3	369,234	66,171	28,889	138,024	15,774	29,821	6,662
Medina	122.2	.0524	29.4	10.3	18.2	20.5	19.4	39.8	533,491	146,306	34,896	44,907	12,091	108,052	23,560
SUBURBAN TOTAL	1,315.0	.5638	33.1	11.1	16.7	18.3	28.5	486.7	7,534,8[illegible]	1,829,365	633,751	1,160,847	274,445	1,225,543	336,649
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,786.2***	***1.1944***	***31.9***	***12.3***	***16.5***	***17.2***	***27.6***	***1,032.3***	***13,319,499***	***3,385,873***	***1,245,766***	***1,950,645***	***477,689***	***1,926,288***	***569,539***

The Enquirer and The Post

Your Media Keys To The Cincinnati Market

*The unduplicated five-issue net reach of The Cincinnati Enquirer and The Cincinnati Post approaches 880,000 adults (18 years of age and older).**

In the more affluent market segments, Enquirer and Post market coverage exceeds 70% with five issues and achieves average frequency of 4.3 or more

CINCINNATI A.D.I. NEWSPAPER COVERAGE OF YOUR PRIME PROSPECTS

	One Issue	*Five Issues*
HOUSEHOLD INCOME		
$35,000 or More (217,200)	**131,700**	**152,000**
Unduplicated Net Reach	**60.6%**	**70.0%**
Average Frequency	**(1.0)**	**(4.3)**
OCCUPATION		
White Collar (560,500)	**344,600**	**395,800**
Unduplicated Net Reach	**61.5%**	**70.6%**
Average Frequency	**(1.0)**	**(4.5)**

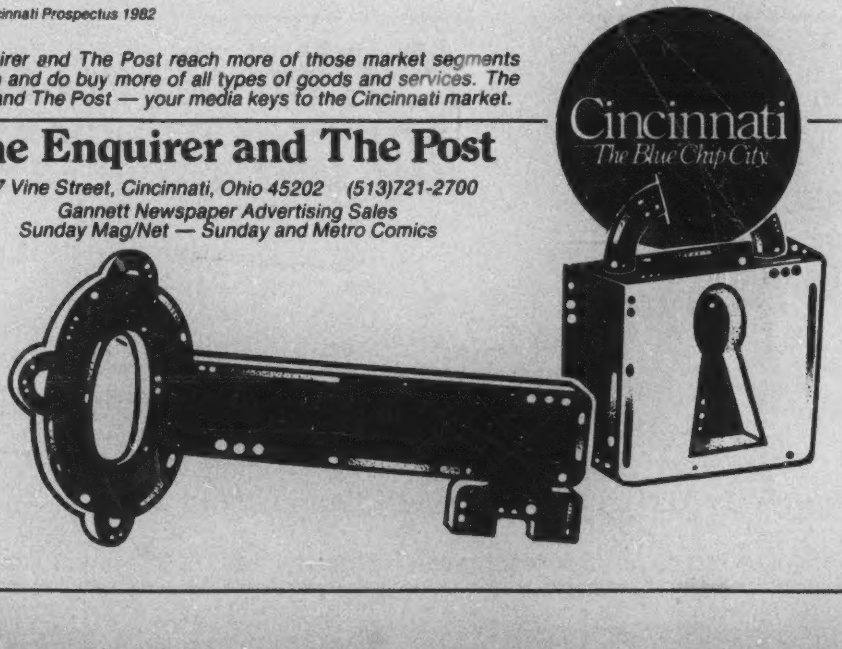
	One Issue	*Five Issues*
EDUCATION		
College Graduates (267,600)	**181,100**	**201,400**
Unduplicated Net Reach	**67.7%**	**75.3%**
Average Frequency	**(1.0)**	**(4.5)**
TOTAL Reach All Adults (1,420,000)	**747,900**	**879,900**
Unduplicated Net Reach	**52.7%**	**62.0%**
Average Frequency	**(1.0)**	**(4.2)**

Source: Cincinnati Prospectus 1982

The Enquirer and The Post reach more of those market segments which can and do buy more of all types of goods and services. The Enquirer and The Post — your media keys to the Cincinnati market.

The Enquirer and The Post

617 Vine Street, Cincinnati, Ohio 45202 (513)721-2700
Gannett Newspaper Advertising Sales
Sunday Mag/Net — Sunday and Metro Comics



OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBUS	**1,269.8**	**.5443**	**29.7**	**14.7**	**18.4**	**17.6**	**22.6**	**475.0**	**6,039,321**	**1,342,462**	**620,626**	**925,401**	**238,593**	**975,734**	**181,322**
Delaware	57.3	.0245	29.8	13.6	16.7	19.5	21.9	19.2	148,912	40,197	13,751	6,359	1,867	23,175	6,963
Fairfield	99.9	.0428	31.1	10.0	16.5	20.0	23.6	34.2	332,746	97,492	34,739	40,240	11,653	48,145	13,654
• Lancaster	37.3	.0160	32.1	11.9	16.4	16.4	28.9	14.4	256,390	73,603	29,215	38,813	10,124	26,800	10,197
Franklin	878.0	.3764	29.3	16.0	19.3	16.8	22.1	340.0	4,787,749	993,774	508,521	814,698	206,654	781,215	134,996
• Columbus	570.8	.2447	28.4	18.5	20.4	14.9	21.6	228.7	3,045,240	557,030	350,471	574,097	140,334	438,898	77,952
Licking	124.8	.0535	31.0	12.4	16.1	19.0	24.5	44.9	439,149	114,805	38,958	47,584	12,105	69,889	12,998
• Newark	41.5	.0178	32.1	12.7	16.5	15.6	29.8	16.7	209,437	58,742	18,827	18,809	5,213	37,346	9,277
Madison	34.1	.0146	30.2	12.1	18.8	17.9	23.0	11.4	106,958	32,327	7,287	1,417	1,293	14,079	4,392
Pickaway	44.5	.0191	30.8	11.5	16.7	20.1	22.9	14.7	135,677	35,453	9,766	9,952	3,114	20,186	4,743
Union	31.2	.0134	30.8	11.3	16.6	18.6	24.4	10.6	88,330	28,414	7,604	5,151	1,907	19,045	3,576
SUBURBAN TOTAL	620.2	.2658	30.8	11.5	16.9	20.3	22.6	215.2	2,528,454	653,087	222,113	293,682	82,922	472,690	83,896
DAYTON - SPRINGFIELD	**932.4**	**.3996**	**31.1**	**12.6**	**16.9**	**18.3**	**25.1**	**348.5**	**4,305,998**	**1,017,586**	**400,420**	**742,245**	**177,471**	**620,787**	**108,891**
Clark	147.8	.0633	31.5	12.2	15.8	17.4	27.0	54.2	615,184	167,655	45,415	116,284	18,306	83,127	21,200
• Springfield	70.6	.0303	31.0	14.3	15.9	14.0	29.6	27.5	264,907	60,288	30,767	19,244	14,026	38,758	14,314
Greene	131.1	.0561	29.6	14.4	17.1	20.2	20.5	45.2	495,192	158,202	38,807	46,437	13,750	78,015	10,305
Miami	91.9	.0394	31.8	10.8	16.0	19.1	25.7	33.2	334,674	90,902	32,629	36,667	12,235	67,761	10,843
Montgomery	561.6	.2408	31.3	12.6	17.2	18.0	25.6	215.9	2,860,948	600,827	283,569	542,857	133,180	391,884	66,543
• Dayton	186.2	.0798	30.4	15.5	16.5	14.2	28.3	77.6	608,825	98,983	67,752	100,998	34,870	91,553	17,521
Kettering	59.8	.0256	35.0	11.6	15.9	18.2	31.9	24.7	408,924	104,254	35,989	73,897	27,001	52,073	9,123
SUBURBAN TOTAL	675.6	.2895	31.3	11.7	17.0	19.9	23.8	243.4	3,432,266	858,315	301,901	622,003	128,575	490,476	77,056
HAMILTON - MIDDLETOWN	**267.4**	**.1146**	**29.2**	**15.6**	**16.7**	**17.8**	**22.5**	**93.6**	**941,865**	**306,862**	**89,169**	**95,615**	**34,533**	**129,279**	**29,685**
Butler	267.4	.1146	29.2	15.6	16.7	17.8	22.5	93.6	941,865	306,862	89,169	95,615	34,533	129,279	29,685
• Hamilton	63.1	.0270	31.0	13.0	16.3	14.9	28.5	24.5	320,250	87,885	30,679	35,625	14,924	39,548	13,840
• Middletown	43.3	.0186	32.3	12.3	15.8	15.9	29.8	17.3	257,446	85,273	24,839	43,539	8,537	27,038	5,808
SUBURBAN TOTAL	161.0	.0690	27.8	17.5	17.0	19.4	18.3	51.8	364,169	133,704	33,651	16,451	11,072	62,693	10,037
LIMA	**156.9**	**.0672**	**30.4**	**12.0**	**16.1**	**16.1**	**26.6**	**55.6**	**717,405**	**159,157**	**62,670**	**136,785**	**26,628**	**89,945**	**26,485**
Allen	113.1	.0485	30.4	12.2	16.2	16.1	26.4	40.3	568,147	119,676	47,201	128,829	19,883	66,221	21,015
• Lima	46.7	.0200	29.5	13.1	16.3	13.5	27.4	17.6	207,299	60,253	26,021	10,699	9,758	24,605	5,822
Auglaize	43.8	.0187	30.6	11.5	16.1	15.8	27.0	15.3	149,258	39,481	15,469	7,956	6,745	23,724	5,470
SUBURBAN TOTAL	110.2	.0472	30.9	11.6	16.1	17.1	26.2	38.0	510,106	98,904	36,649	126,086	16,870	65,340	20,663
LORAIN - ELYRIA	**279.5**	**.1198**	**29.1**	**12.6**	**17.0**	**17.4**	**22.7**	**95.5**	**1,065,834**	**289,702**	**79,091**	**176,284**	**41,436**	**158,861**	**44,252**
Lorain	279.5	.1198	29.1	12.6	17.0	17.4	22.7	95.5	1,065,834	289,702	79,091	176,284	41,436	158,861	44,252
• Elyria	58.9	.0252	28.8	13.6	18.2	15.7	23.0	21.8	300,448	59,659	23,274	94,947	17,355	28,650	8,310
• Lorain	75.2	.0322	29.4	12.8	16.1	15.1	25.9	26.8	214,516	55,040	22,234	32,667	9,658	33,248	7,845
SUBURBAN TOTAL	145.4	.0624	29.2	12.1	17.0	19.1	21.0	46.9	550,870	175,003	33,583	48,670	14,423	96,963	28,097
MANSFIELD	**131.4**	**.0563**	**31.1**	**12.1**	**16.2**	**18.2**	**25.6**	**48.0**	**669,669**	**141,438**	**52,815**	**109,398**	**22,431**	**107,859**	**17,620**
Richland	131.4	.0563	31.1	12.1	16.2	18.2	25.6	48.0	669,669	141,438	52,815	109,398	22,431	107,859	17,620
• Mansfield	53.8	.0231	31.2	14.5	16.8	14.7	28.9	21.3	424,649	70,622	36,395	51,360	15,939	81,136	11,319
SUBURBAN TOTAL	77.6	.0332	31.1	10.5	16.0	20.5	23.2	26.7	245,020	70,816	16,420	58,038	6,492	26,723	6,301
PARKERSBURG - MARIETTA	**160.8**	**.0690**	**31.6**	**11.8**	**16.0**	**17.9**	**26.7**	**58.5**	**912,857**	**220,105**	**64,707**	**171,348**	**30,760**	**152,466**	**26,541**
Washington	66.4	.0285	31.0	12.5	16.0	17.7	25.9	23.7	275,162	82,062	22,496	29,999	9,341	28,659	11,448
• Marietta	16.5	.0071	31.4	18.1	15.1	14.0	30.5	6.4	157,478	42,574	14,833	25,125	6,143	13,129	8,169
Wood, W. Va.	*94.4*	*.0405*	*32.1*	*11.2*	*16.2*	*18.1*	*27.2*	*34.8*	*637,695*	*138,043*	*42,211*	*141,349*	*21,419*	*123,807*	*15,093*
• Parkersburg	*40.0*	*.0171*	*34.7*	*11.3*	*14.9*	*15.7*	*33.9*	*16.2*	*430,333*	*113,432*	*26,862*	*59,166*	*9,475*	*108,682*	*11,973*
SUBURBAN TOTAL	104.3	.0448	30.6	11.0	16.7	19.4	23.3	35.9	325,046	64,099	23,012	87,057	15,142	30,655	6,399

LAKE COUNTY
LORAIN
ELYRIA
Cleveland
MANSFIELD
DOVER NEW-PHILADELPHIA
ABC

BUY THE GROUP... SAVE 21%!

IS YOUR CLEVELAND ADI BUY COMPLETE?

Horvitz NEWSPAPERS, INC. OHIO

5533 Canal Road,
Valley View, Ohio 44125
Phone (216)524-0900

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost, your best buy is the Plain Dealer, THE HORVITZ NEWSPAPER GROUP, The Elyria Chronicle-Telegram, The Akron Beacon Journal, and the Canton Repository.

Horvitz

THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILA.

SAU *Represented by* **Branham** *Newspaper Sales*

● Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.

It's time you discovered Columbus

Columbus has joined the one million club. Population has surpassed one million and current projections indicate Columbus' growth rate will outpace all other major Ohio metropolitan areas. In fact, effective buying income is now in excess of $10 billion and is expected to increase 71 percent by 1986. Projected growth in population, households, effective buying income and retail sales translate into a valuable market for your goods and services.

Columbus newspapers are growing, too. Circulation has matched the population every step of the way enabling us to provide dominant coverage at efficient rates.

The Dispatch and Citizen-Journal reach 61 percent of SMSA adults each weekday and 72 percent on Sunday. Our Sunday household penetration is second among all newspapers in the top 40 metro markets. Your sales message in The Sunday Dispatch reaches six out of 10 households. No other medium in the market gives you this kind of saturation coverage.

**The Columbus Dispatch and Citizen-Journal—
central Ohio's true mass medium.**

The Columbus Dispatch
Evening and Sunday

Columbus Citizen-Journal
Morning

Represented nationally by
Cresmer, Woodward, O'Mara and Ormsbee, Inc.

Sources: ©S&MM 1983 Survey of Buying Power
Circulation 82/83
Belden CMS

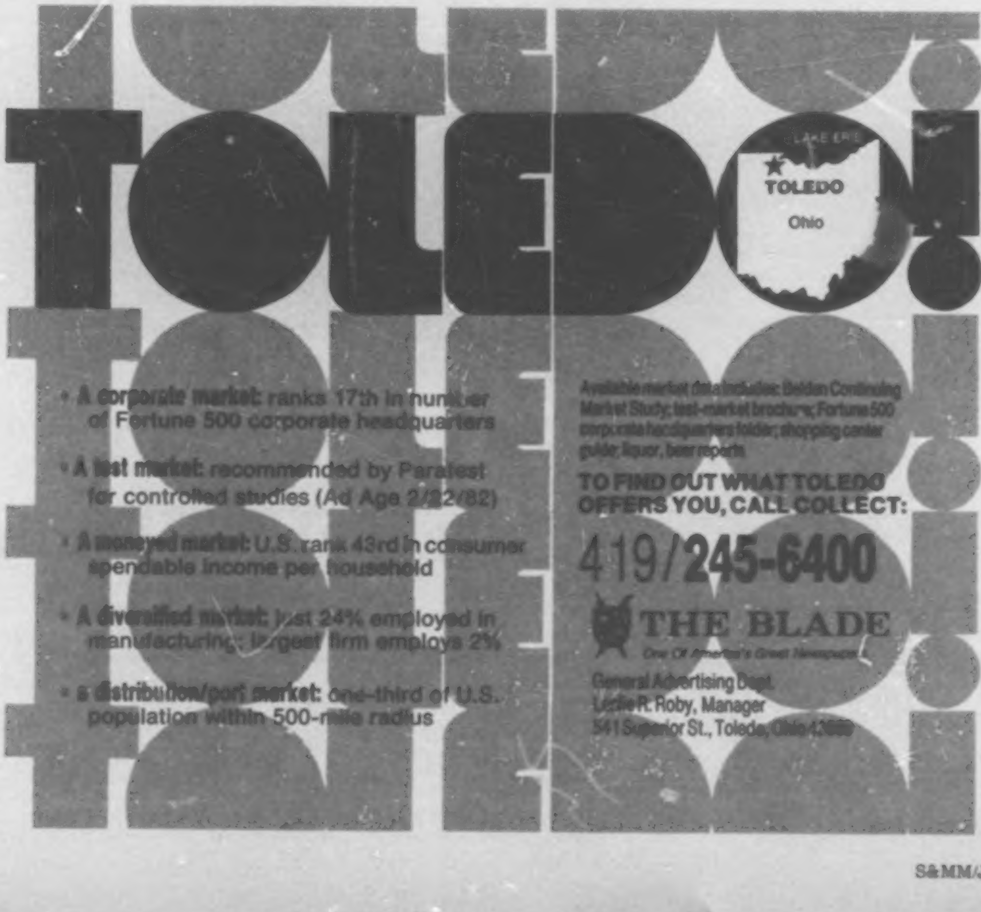
OHIO (cont.)

[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
STEUBENVILLE - WEIRTON	161.2	.0692	33.9	11.8	15.5	16.8	30.0	58.4	619,594	181,708	50,126	93,201	22,995	80,700	23,432
Jefferson	90.1	.0387	33.5	11.4	15.1	16.6	31.2	33.0	358,836	97,759	25,536	65,551	12,859	38,072	11,638
• Steubenville	25.5	.0109	37.7	12.5	13.8	14.3	38.2	10.0	219,918	39,523	13,423	52,452	10,169	23,073	9,133
Brooke, W. Va.	*30.7*	*.0132*	*31.9*	*13.2*	*15.7*	*17.0*	*28.1*	*10.7*	*92,845*	*25,796*	*10,343*	*2,343*	*4,906*	*21,740*	*5,528*
Hancock, W. Va.	*40.4*	*.0173*	*32.5*	*11.5*	*16.0*	*17.1*	*28.8*	*14.7*	*167,913*	*58,153*	*14,247*	*25,307*	*5,230*	*20,888*	*6,266*
• *Weirton*	*24.4*	*.0105*	*35.1*	*11.9*	*14.9*	*16.8*	*33.3*	*9.3*	*165,307*	*47,777*	*13,143*	*25,134*	*6,094*	*29,228*	*6,819*
SUBURBAN TOTAL	111.3	.0478	31.7	11.6	15.9	17.4	27.4	39.1	234,369	94,408	23,562	15,615	6,732	28,399	7,480
TOLEDO	620.0	.2657	29.9	14.4	16.8	15.8	25.7	226.9	3,033,689	740,106	316,632	462,882	111,560	440,858	126,200
Fulton	39.1	.0167	29.6	11.3	16.6	17.1	24.0	13.3	137,677	37,863	10,281	2,340	8,036	31,097	5,255
Lucas	468.9	.2010	30.7	12.9	16.9	15.8	27.0	175.7	2,430,141	600,913	264,609	393,418	82,500	365,396	106,537
• Toledo	351.0	.1505	30.7	13.5	17.1	14.6	28.0	135.2	1,644,624	393,712	191,451	332,318	56,828	141,190	81,650
Wood	112.0	.0480	26.8	21.7	16.7	15.4	20.9	37.9	465,871	101,330	41,742	67,124	21,024	44,365	14,408
• Bowling Green	26.8	.0115	22.9	53.7	13.0	8.7	12.2	7.6	116,451	31,366	15,194	10,757	4,972	10,665	4,939
SUBURBAN TOTAL	242.2	.1037	30.3	11.4	17.0	18.3	23.7	[illegible]	1,272,434	315,028	109,987	119,807	49,760	289,000	39,611
YOUNGSTOWN - WARREN	528.9	.2267	32.4	11.7	15.9	16.8	29.1	191.8	2,380,565	593,764	197,524	420,232	91,401	320,197	85,855
Mahoning	285.0	.1222	33.1	12.0	15.4	16.0	31.0	103.9	1,321,796	330,825	105,514	226,074	54,904	190,083	43,346
• Youngstown	111.0	.0476	32.9	13.0	14.9	13.5	33.5	41.5	420,223	110,701	45,053	39,816	11,749	75,705	18,952
Trumbull	243.9	.1045	31.7	11.4	16.6	17.7	26.9	87.9	1,058,769	262,939	92,010	194,158	36,497	130,114	42,509
• Warren	55.3	.0237	32.2	12.4	15.5	15.2	30.4	21.3	206,764	37,876	33,687	28,580	12,270	44,471	8,442
SUBURBAN TOTAL	362.6	.1554	32.3	11.2	16.3	18.1	27.5	129.0	1,753,578	445,187	118,784	356,836	67,382	200,021	58,461
OTHER COUNTIES															
Adams	25.9	.0111	30.6	11.2	14.2	16.5	27.2	8.8	90,903	36,492	3,670	4,332	1,499	22,544	2,627
Ashland	47.0	.0202	30.9	13.3	15.3	17.2	26.5	16.4	154,604	45,589	15,648	8,904	5,489	16,946	6,816
Ashtabula	105.8	.0453	31.4	10.9	15.8	16.6	27.6	37.1	339,589	86,720	27,111	53,452	11,342	52,513	9,566
Athens	57.0	.0245	25.6	26.8	15.9	13.9	21.2	18.9	168,601	57,849	13,204	14,441	5,990	26,481	4,422
☐ Belmont	83.0	.0356	33.6	11.0	15.7	15.7	32.0	31.3	313,650	104,829	34,055	40,519	5,004	39,049	8,425
Brown	33.5	.0144	30.6	10.9	15.1	17.0	26.3	11.4	61,479	22,611	7,658	1,987	474	5,652	1,914
Champaign	34.7	.0149	31.6	11.2	15.8	18.1	26.5	12.5	102,826	37,908	9,325	7,947	1,874	14,984	3,898
Clinton	35.5	.0152	30.6	12.6	15.9	16.9	26.2	12.9	149,717	43,563	8,740	11,261	4,413	32,044	4,028
Columbiana	114.9	.0493	31.9	11.1	15.8	16.8	28.4	41.3	414,490	123,909	25,381	38,193	12,059	71,147	22,048
Coshocton	36.8	.0158	32.4	10.6	15.4	17.4	28.7	13.4	119,276	37,313	7,896	8,927	3,817	18,217	4,909
Crawford	49.9	.0214	31.8	11.3	15.6	17.7	27.3	18.3	185,202	52,638	17,694	10,612	7,377	28,040	9,180
Darke	56.9	.0244	31.0	11.0	15.4	17.0	26.9	19.9	193,001	52,350	13,876	18,818	5,329	33,928	5,787
Defiance	40.9	.0175	28.6	12.9	16.6	16.8	22.6	13.8	182,359	47,735	14,795	25,140	7,251	24,512	5,938
Erie	80.6	.0346	31.3	11.6	16.0	17.7	26.5	28.9	361,860	83,166	37,000	66,259	12,884	42,801	13,003



- **A corporate market:** ranks 17th in number of Fortune 500 corporate headquarters
- **A test market:** recommended by Paratest for controlled studies (Ad Age 2/22/82)
- **A moneyed market:** U.S. rank 43rd in consumer spendable income per household
- **A diversified market:** just 24% employed in manufacturing; largest firm employs 2%
- **a distribution/port market:** one-third of U.S. population within 500-mile radius

Available market data includes: Belden Continuing Market Study; test-market brochure; Fortune 500 corporate headquarters folder; shopping center guide; liquor, beer reports

TO FIND OUT WHAT TOLEDO OFFERS YOU, CALL COLLECT:

419/245-6400

THE BLADE
One Of America's Great Newspapers

General Advertising Dept.
Leslie R. Roby, Manager
541 Superior St., Toledo, Ohio [illegible]

OHIO (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Fayette	28.0	.0120	31.9	10.9	15.9	17.4	27.7	10.0	110,646	26,068	7,973	11,739	3,171	9,724	3,128
Gallia	31.8	.0136	31.3	12.7	15.8	18.1	26.0	11.0	116,027	34,095	9,611	7,380	6,840	14,786	5,091
Guernsey	43.7	.0188	32.2	10.9	15.8	16.3	29.2	15.8	165,095	47,589	18,276	25,491	2,911	16,598	4,736
Hancock	65.5	.0281	30.7	12.2	16.6	17.3	25.6	24.2	335,100	75,207	28,339	52,420	15,590	48,295	11,739
Hardin	33.3	.0143	29.2	16.5	15.3	15.7	25.4	11.7	90,907	35,872	7,916	1,314	3,134	12,436	5,152
Harrison	18.5	.0079	32.8	10.5	15.3	15.9	30.6	6.6	39,968	16,064	2,948	945	1,029	6,129	860
Henry	28.8	.0123	30.7	11.8	15.5	16.6	26.8	10.2	86,655	26,654	6,732	1,654	3,037	14,319	3,019
Highland	35.0	.0150	32.7	10.4	14.4	16.7	29.9	12.7	115,280	42,342	8,430	3,739	2,694	20,146	9,072
Hocking	25.4	.0109	31.4	11.4	15.4	17.6	27.0	9.4	81,625	18,767	9,911	5,959	1,533	13,034	2,985
Holmes	31.3	.0135	26.6	11.7	15.3	15.2	21.9	8.7	79,251	18,141	7,009	1,304	2,576	12,223	5,231
Huron	56.1	.0240	29.7	11.7	16.2	16.9	24.5	19.7	213,698	67,636	15,873	13,465	10,536	39,988	8,141
Jackson	31.6	.0135	31.6	11.1	15.4	16.3	28.4	11.2	100,995	36,424	5,789	10,328	2,656	13,681	8,212
Knox	47.5	.0203	31.4	14.4	14.9	17.1	27.5	16.8	142,752	41,860	14,956	19,380	4,881	18,442	7,223
☐ Lawrence	65.8	.0282	31.4	10.8	15.5	17.8	26.5	23.3	202,371	53,924	11,534	24,906	13,825	30,188	7,870
Logan	40.5	.0173	32.2	10.6	15.6	16.0	29.5	14.9	139,863	41,092	16,582	11,582	4,484	22,932	4,730
Marion	68.6	.0294	30.6	11.7	17.8	17.8	24.3	24.6	293,407	72,913	22,328	57,620	9,196	43,752	9,880
Meigs	24.8	.0106	32.1	10.6	15.6	16.8	28.6	9.0	73,613	28,414	5,148	4,510	5,955	7,496	3,529
Mercer	39.2	.0168	28.9	12.5	15.5	14.9	25.6	12.9	129,422	37,481	12,801	10,793	4,764	20,523	2,972
Monroe	17.8	.0076	31.7	10.8	15.6	17.0	27.9	6.4	48,350	22,006	1,846	2,014	385	11,677	844
Morgan	14.8	.0063	32.1	10.0	14.9	16.1	29.7	5.2	27,488	8,196	1,561	1,111	1,094	3,718	581
Morrow	27.9	.0120	30.1	10.5	16.2	18.9	23.1	9.6	59,650	19,158	3,747	1,480	1,030	10,070	2,670
Muskingum	85.0	.0364	31.1	12.3	15.2	16.7	27.3	30.9	330,076	88,313	24,727	46,258	9,605	46,934	10,382
Noble	11.6	.0050	31.7	11.1	14.7	15.3	29.9	4.2	35,580	11,860	1,536	160	934	10,959	849
Ottawa	40.9	.0175	32.7	10.7	15.1	17.5	29.0	14.7	155,866	47,137	20,045	2,482	3,043	26,815	2,581
Paulding	21.9	.0094	28.7	11.9	16.1	16.9	22.9	7.3	43,406	12,623	3,769	1,039	3,947	5,382	894
Perry	32.4	.0139	29.8	11.7	15.3	15.8	26.2	11.1	68,589	24,558	4,737	1,263	1,741	11,442	963
Pike	23.9	.0102	31.1	11.1	14.9	17.2	27.0	8.3	73,627	23,609	9,278	877	1,728	9,181	3,916
Preble	39.3	.0168	31.4	10.8	16.0	18.3	25.9	13.7	113,874	20,221	8,957	409	2,350	16,762	3,146
Putnam	33.6	.0144	27.8	13.1	15.2	15.0	24.0	10.7	90,475	27,032	5,889	1,123	2,790	17,383	3,650
Ross	65.7	.0282	32.2	11.2	16.1	18.6	26.9	23.0	268,876	75,571	25,776	55,715	6,687	31,581	9,925
Sandusky	64.0	.0274	30.1	11.9	15.9	16.6	25.5	22.6	240,920	61,371	23,983	17,853	10,056	43,279	9,549
Scioto	86.2	.0370	32.0	11.0	15.2	16.5	28.9	30.8	317,466	91,868	25,585	50,230	12,782	38,770	13,084
Seneca	62.4	.0267	29.7	12.8	15.9	15.8	25.8	21.4	185,394	50,792	16,431	16,493	7,236	18,359	7,757
Shelby	44.6	.0191	29.1	11.9	16.6	16.6	23.7	15.2	136,861	37,297	12,207	13,108	4,967	26,769	4,360
Tuscarawas	86.8	.0372	32.4	11.3	15.8	16.9	29.0	32.2	344,571	93,035	31,712	46,137	16,067	46,839	10,188
Van Wert	30.9	.0133	31.9	11.2	15.9	16.1	29.0	11.4	105,908	29,192	10,500	3,830	3,728	23,572	4,773
Vinton	12.3	.0052	30.6	11.5	15.7	16.3	26.7	4.2	17,328	4,445	2,089	364	409	4,019	695
Wayne	100.7	.0432	29.3	13.5	17.1	17.3	23.0	34.2	371,845	105,216	26,666	37,275	13,404	65,539	10,406
Williams	37.2	.0159	30.9	11.7	15.8	17.0	26.5	13.4	125,939	34,216	12,149	11,126	3,874	14,374	3,115
Wyandot	22.9	.0098	31.5	11.7	15.1	16.7	28.1	7.9	68,079	17,743	5,833	1,952	5,247	9,220	2,071
TOTAL METRO COUNTIES	8,506.6	3.6460	31.1	12.9	16.8	17.3	26.1	3,128.5	39,692,807	9,834,759	3,805,069	4,145,081	1,311,348	5,742,843	1,402,813
TOTAL STATE	10,838.3	4.6457	31.8	12.7	16.6	17.2	26.2	3,959.9	47,762,906	12,134,650	4,482,722	6,067,476	1,798,957	6,906,980	1,698,547

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

Youngstown, Ohio . . . the best location in the nation

The Youngstown Vindicator . . . the dominant paper covering the 5-county market between Pittsburgh and Cleveland.

- More Consumers than the Metro area.
- More Consumers than TV's A.D.I.
- A retail Market worth over 3½ Billion.

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull and Mercer Counties)	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Columbiana, Mercer and Lawrence Co.)
Population	528,900	657,300	879,000
Households	191,800	237,900	317,600
EBI	$4,860,923,000	$5,984,624,000	$7,866,964,000
Retail Sales	2,380,565,000	2,940,442,000	3,776,002,000
Food Sales	573,764,000	734,943,000	993,910,000
Gen. Mdse. Sales	420,232,000	492,089,000	572,403,000
Automotive Sales	320,197,000	408,789,000	614,150,000

Source: 1983 Sales Management Survey of Buying Power

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make The Youngstown Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

Daily 100,781
Sunday 151,101
* ABC Publishers Annual Audit, December 31, 1982

Youngstown Vindicator
Represented by STORY and KELLY-SMITH, Inc.

Youngstown, Ohio

OHIO

S&MM ESTIMATES — SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**6,156,916**	**23,495**	**23.3**	**34.8**	**16.8**	**7.8**	**.2818**
Portage	1,248,346	24,544	22.1	37.6	17.6	6.9	.0525
● Kent	211,829	18,631	26.7	29.3	13.8	3.5	.0113
Summit	4,908,570	23,209	23.7	33.9	16.6	7.1	.2293
● Akron	1,957,707	18,737	27.3	31.1	11.3	4.2	.1005
● Barberton	241,700	18,711	29.8	31.9	11.0	3.4	.0113
Cuyahoga Falls	427,795	24,378	24.0	40.4	16.4	5.2	.0179
SUBURBAN TOTAL	3,745,680	27,524	19.7	38.0	21.4	9.6	.1587
CANTON	**3,698,409**	**23,465**	**23.3**	**37.1**	**16.1**	**5.6**	**.1725**
Carroll	197,330	20,446	28.3	36.8	11.1	3.4	.0093
Stark	3,501,079	23,679	23.0	37.2	16.4	5.7	.1632
● Canton	754,152	17,943	27.2	31.0	9.7	4.0	.0398
● Massillon	263,460	19,984	27.5	32.8	13.5	3.7	.0153
SUBURBAN TOTAL	2,680,797	25,743	21.4	39.9	18.7	6.4	.1174
CINCINNATI	**13,599,783**	**23,619**	**22.7**	**33.1**	**17.2**	**8.3**	**.6144**
Clermont	1,196,022	24,352	22.8	40.4	17.5	4.5	.0528
Hamilton	8,857,021	23,542	22.3	30.7	17.3	10.0	.3974
● Cincinnati	3,417,487	17,643	27.2	27.6	10.8	5.4	.1547
Warren	988,732	27,612	19.4	37.5	22.6	8.4	.0406
Dearborn, Ind.	*272,327*	*21,157*	*25.9*	*37.7*	*12.2*	*3.3*	*.0123*
Boone, Ky.	*412,324*	*23,640*	*24.3*	*41.8*	*15.5*	*3.5*	*.0262*
Campbell, Ky.	*708,356*	*22,881*	*24.3*	*34.1*	*16.7*	*6.2*	*.0316*
Kenton, Ky.	*1,165,001*	*21,577*	*25.5*	*35.0*	*14.4*	*4.6*	*.0535*
Covington	*345,531*	*15,404*	*30.2*	*27.3*	*8.2*	*1.9*	*.0200*
SUBURBAN TOTAL	10,182,296	26,253	20.8	35.6	19.9	9.5	.4597
CINCINNATI - HAMILTON CONSOLIDATED AREA	***14,137,783***	***23,887***	***22.4***	***33.4***	***17.6***	***8.2***	***.7215***
CLEVELAND	**18,699,800**	**24,265**	**21.6**	**32.7**	**18.1**	**8.8**	**.8398**
Cuyahoga	14,456,284	22,959	22.4	31.4	16.8	8.5	.6539
● Cleveland	3,997,959	16,072	25.7	27.7	9.9	2.8	.1830
Cleveland Heights	630,374	26,040	21.3	32.3	20.3	11.9	.0254
Euclid	629,845	22,861	24.8	34.1	17.0	6.2	.0295
Lakewood	679,898	21,919	27.8	33.8	14.3	7.1	.0286
Parma	968,066	27,289	21.2	38.1	22.1	8.2	.0467
Geauga	815,908	30,373	16.3	34.9	24.7	14.7	.0339
Lake	2,245,265	28,186	19.2	38.3	23.1	9.2	.0998
Mentor	475,792	31,507	13.5	39.0	27.7	13.2	.0247
Medina	1,182,343	28,446	17.9	39.6	22.7	9.5	.0522
SUBURBAN TOTAL	14,701,841	27,680	19.9	34.7	21.7	11.5	.6568
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***27,442,723***	***24,363***	***21.8***	***33.6***	***18.0***	***8.3***	***1.2942***
COLUMBUS	**12,050,153**	**22,560**	**25.1**	**33.7**	**15.9**	**6.8**	**.5512**
Delaware	566,556	27,116	20.6	35.1	21.3	10.4	.0220
Fairfield	857,252	23,233	24.7	37.2	16.0	5.3	.0373
● Lancaster	323,334	19,561	28.8	34.5	10.2	4.0	.0176
Franklin	8,642,302	22,317	25.1	32.7	15.9	7.2	.4050
● Columbus	5,122,772	19,517	27.9	31.2	12.9	4.5	.2500
Licking	1,129,778	23,172	24.7	35.6	16.5	5.5	.0487
● Newark	370,130	19,315	28.3	32.4	11.8	4.0	.0178
Madison	248,094	20,010	29.6	36.4	10.5	3.1	.0116
Pickaway	336,772	20,752	28.4	37.2	11.6	3.5	.0152
Union	269,399	23,353	23.2	37.3	16.6	6.4	.0114
SUBURBAN TOTAL	6,233,917	26,418	21.6	36.5	19.7	9.6	.2658
DAYTON - SPRINGFIELD	**9,026,976**	**23,374**	**23.7**	**33.7**	**17.3**	**7.3**	**.4053**
Clark	1,292,773	21,855	24.5	35.5	14.5	4.9	.0593
● Springfield	570,183	17,849	27.0	31.0	10.1	3.4	.0264
Greene	1,342,346	27,535	19.4	33.4	22.9	10.9	.0556
Miami	865,660	24,063	23.7	35.9	18.0	6.6	.0369
Montgomery	5,526,191	22,838	24.3	32.9	16.8	7.2	.2535
● Dayton	1,496,469	16,239	28.8	27.9	9.6	2.4	.0670
Kettering	738,174	26,632	23.7	32.8	20.7	11.3	.0333
SUBURBAN TOTAL	6,960,318	26,326	21.7	35.8	20.6	9.3	.3119
HAMILTON - MIDDLETOWN	**2,538,000**	**25,373**	**20.8**	**34.1**	**20.2**	**7.8**	**.1071**
Butler	2,538,000	25,373	20.8	34.1	20.2	7.8	.1071
● Hamilton	547,209	20,024	25.1	33.0	12.2	4.9	.0268
● Middletown	416,537	21,479	23.5	31.2	15.8	6.4	.0203
SUBURBAN TOTAL	1,574,254	29,111	17.9	35.7	25.3	9.7	.0600
LIMA	**1,327,089**	**21,964**	**25.9**	**35.8**	**14.9**	**4.5**	**.0635**

Cleveland
AKRON

The Cleveland ADI Can't Be Covered Without The Akron Beacon Journal

In the nation's **9th** largest market, the Akron Beacon Journal alone reaches 426,400 adult readers — 504,000 on Sunday.

A combination of the **Akron Beacon Journal** and **The Cleveland Plain Dealer** will provide an unduplicated audience of **50%** daily and **57%** on Sunday.

Akron Beacon Journal

Don't run an ad without us!

MEDIA BULLETIN

Attention All Print Buyers:

The Plain Dealer now delivers 66.7% of a Plum terrific market!

The Plain Dealer now has 66.7% city zone coverage, so your media dollars work harder than ever in Cleveland/ Northeast Ohio.

And there's more good news: Our daily circulation is now the highest in our history (497,386)!* That means over 1,000,000 readers are perusing the pages of The Plain Dealer each day. But our CPM is still a low $5.42.**

When you're reaching two-thirds of Plum City, you're talking to one of the most affluent, up-scale markets in the country. Put some "plum power" in your media plan—add The Plain Dealer.

Just contact your local Newhouse Newspapers representative or call (216) 344-4100. We'll send you complete marketing data, rate cards, the works.

THE PLAIN DEALER

One Great Buy For The Cleveland Market

*Source: ABC Fas Fax, 6 months ended March 31, 1983.
Subject to final audit. Daily circulation figures are Monday through Friday averages.

**Based on a quarter page ad placed once at the current general rate.

OHIO (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Allen	958,191	21,715	25.5	34.7	15.0	4.7	.0472
● Lima	356,057	17,821	28.2	30.5	11.1	2.6	.0179
Auglaize	368,898	22,531	26.8	38.8	14.6	4.2	.0163
SUBURBAN TOTAL	971,032	23,804	24.9	38.3	16.6	5.4	.0456
LORAIN - ELYRIA	**2,586,007**	**26,048**	**19.4**	**37.8**	**20.0**	**7.3**	**.1126**
Lorain	2,586,007	26,048	19.4	37.8	20.0	7.3	.1126
● Elyria	544,935	23,530	22.3	37.8	16.5	5.6	.0258
● Lorain	655,581	23,260	21.2	34.7	16.9	5.7	.0274
SUBURBAN TOTAL	1,385,491	28,493	17.0	39.8	23.3	8.9	.0594
MANSFIELD	**1,114,686**	**21,271**	**27.3**	**36.4**	**13.1**	**3.9**	**.0552**
Richland	1,114,686	21,271	27.3	36.4	13.1	3.9	.0552
● Mansfield	439,601	17,305	31.1	29.9	8.8	3.6	.0263
SUBURBAN TOTAL	675,085	24,279	24.1	41.5	16.6	4.2	.0289
PARKERSBURG - MARIETTA	**1,335,335**	**20,708**	**26.8**	**35.1**	**12.5**	**4.4**	**.0695**
Washington	534,530	20,424	28.0	35.7	11.9	3.7	.0255
● Marietta	132,458	17,210	31.5	28.2	9.1	4.3	.0088
Wood, W. Va.	*800,805*	*20,929*	*26.1*	*34.6*	*12.9*	*4.9*	*.0440*
● *Parkersburg*	*334,028*	*17,800*	*28.6*	*30.7*	*9.6*	*3.9*	*.0229*
SUBURBAN TOTAL	868,849	22,541	25.2	38.3	14.5	4.6	.0378
STEUBENVILLE - WEIRTON	**1,408,379**	**22,931**	**22.7**	**35.8**	**16.1**	**4.8**	**.0632**
Jefferson	792,305	22,463	22.8	34.5	15.9	5.1	.0358
● Steubenville	233,104	19,480	23.3	28.0	14.7	6.2	.0136
Brooke, W. Va.	*253,133*	*23,186*	*23.7*	*39.0*	*14.7*	*3.5*	*.0110*
Hancock, W. Va.	*362,941*	*23,722*	*21.9*	*36.0*	*17.6*	*5.0*	*.0164*
● *Weirton*	*240,561*	*25,126*	*20.5*	*34.7*	*19.5*	*6.8*	*.0121*
SUBURBAN TOTAL	934,714	23,243	23.0	38.1	15.7	3.9	.0375
TOLEDO	**5,810,246**	**23,016**	**23.2**	**33.1**	**16.8**	**7.1**	**.2696**
Fulton	349,479	24,506	23.0	36.8	17.8	6.8	.0150
Lucas	4,444,838	22,667	23.2	32.4	16.6	7.1	.2089
● Toledo	3,137,530	20,758	24.5	31.9	14.7	5.2	.1472
Wood	1,015,929	23,918	23.2	35.3	17.4	7.3	.0457
● Bowling Green	190,892	17,795	28.9	26.3	11.9	6.2	.0099
SUBURBAN TOTAL	2,481,824	26,823	20.7	35.6	20.6	10.3	.1125
YOUNGSTOWN - WARREN	**4,860,923**	**23,609**	**22.1**	**35.3**	**16.9**	**6.5**	**.2222**
Mahoning	2,467,376	22,128	23.1	35.5	14.5	5.3	.1172
● Youngstown	828,698	17,221	26.1	29.8	10.1	3.3	.0401
Trumbull	2,393,547	25,424	20.8	35.1	19.7	8.0	.1050
● Warren	515,509	[illegible]	22.1	31.7	15.7	6.3	.0223
SUBURBAN TOTAL	3,516,716	25,714	20.8	37.6	19.3	7.6	.1598
OTHER COUNTIES							
Adams	150,086	13,960	29.7	25.1	7.0	1.9	[illegible]
Ashland	373,910	20,828	28.7	37.1	11.7	3.7	.0169
Ashtabula	889,044	22,368	25.1	36.5	15.2	4.5	.0387
Athens	397,445	16,376	31.1	26.7	9.8	3.5	.0187
☐ Belmont	741,462	22,351	23.3	35.1	16.1	4.6	.0327
Brown	244,120	19,555	26.6	34.1	11.1	3.6	.0102
Champaign	288,241	21,191	28.2	37.4	12.1	4.3	.0124
Clinton	283,473	19,515	29.4	33.3	11.3	4.0	.0136

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Columbiana	958,440	21,681	25.2	35.8	14.4	4.0	.0433
Coshocton	289,813	19,589	28.7	34.0	11.3	3.6	.0131
Crawford	417,245	20,870	27.7	35.5	12.9	4.0	.0189
Darke	421,969	19,282	31.7	35.1	9.3	3.3	.0199
Defiance	342,928	23,281	25.0	38.3	15.6	5.0	.0164
Erie	719,133	22,989	23.7	37.0	15.6	5.6	.0334
Fayette	186,760	16,495	32.5	30.2	6.8	2.3	.0098
Gallia	235,110	18,461	28.3	31.1	10.9	3.9	.0114
Guernsey	343,273	19,250	28.3	33.0	11.5	3.5	.0162
Hancock	743,972	28,269	19.1	33.4	22.3	12.8	.0320
Hardin	239,020	18,507	29.1	33.5	9.6	2.3	.0108
Harrison	146,744	20,148	27.2	33.4	13.3	3.7	.0060
Henry	245,591	22,449	26.8	38.2	14.5	4.5	.0106
Highland	237,645	16,313	32.5	29.1	6.8	2.8	.0116
Hocking	181,000	17,669	32.3	33.8	7.1	1.6	.0085
Holmes	192,814	19,263	31.0	32.2	11.6	4.1	.0093
Huron	445,299	21,128	27.7	38.3	11.6	3.3	.0209
Jackson	209,760	16,295	29.2	29.4	8.0	2.3	.0103
Knox	365,613	19,122	30.6	33.7	9.8	3.9	.0163
☐ Lawrence	504,971	19,985	24.8	33.5	13.1	3.4	.0228
Logan	313,414	18,773	31.0	33.1	10.1	3.0	.0145
Marion	566,121	21,445	25.5	37.8	12.3	4.2	.0270
Meigs	157,375	15,484	30.0	29.5	5.9	1.7	.0077
Mercer	334,566	23,844	23.8	38.3	15.1	7.1	.0147
Monroe	122,750	17,924	26.3	36.1	7.3	1.7	.0057
Morgan	101,719	17,618	30.0	32.7	8.0	2.5	.0043
Morrow	190,683	18,545	33.6	35.4	7.8	1.7	.0085
Muskingum	665,411	18,937	29.1	32.1	11.5	3.5	.0315
Noble	84,460	18,415	27.8	33.2	10.1	2.5	.0040
Ottawa	396,350	24,990	22.7	35.9	19.9	7.5	.0169
Paulding	165,729	22,241	25.5	41.3	13.3	2.4	.0067
Perry	226,529	18,426	31.8	33.2	9.9	2.1	.0100
Pike	172,383	17,459	30.9	27.6	11.0	3.9	.0081
Preble	334,988	22,861	24.9	36.7	16.3	4.7	.0142
Putnam	239,646	21,114	28.7	39.1	10.9	3.3	.0109
Ross	551,279	21,434	26.2	34.2	14.2	5.3	.0257
Sandusky	537,282	22,216	25.7	39.0	13.9	4.0	.0243
Scioto	613,331	16,774	29.5	28.0	10.0	3.4	.0302
Seneca	501,865	21,995	27.0	39.2	13.3	3.3	.0221
Shelby	375,049	22,807	24.9	39.3	14.3	4.7	.0161
Tuscarawas	723,008	20,767	27.7	36.5	12.0	3.6	.0334
Van Wert	284,384	23,775	23.8	38.7	16.9	4.6	.0120
Vinton	75,239	15,508	31.5	28.2	7.0	1.9	.0033
Wayne	906,030	24,138	24.0	37.2	17.5	6.6	.0397
Williams	311,253	21,866	26.3	38.8	12.3	4.3	.0137
Wyandot	171,386	19,880	30.7	36.2	10.7	2.7	.0079
TOTAL METRO COUNTIES	**81,484,242**	**23,533**	**23.0**	**33.8**	**17.1**	**7.5**	**3.6084**
TOTAL STATE	**100,154,819**	**22,860**	**23.9**	**34.0**	**16.2**	**6.8**	**4.5309**

there's something you oughta know ...

you're only **HALF COVERED**

in

Ohio's 9th Largest S.M.S.A. - LORAIN-ELYRIA

without the

Elyria Chronicle-Telegram

.52 per line
Open National

.50 per line
in combination with
Lorain (Oh.) Journal

.40 per line
in combination with
Horvitz Newspapers

.50 per line
in combination with
Lorain Journal & Lake County News Herald

Ask BRANHAM for all details

OKLAHOMA

OKLA. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ENID	**65.6**	**.0281**	**31.3**	**13.0**	**17.2**	**16.6**	**27.1**	**25.5**	**397,512**	**87,697**	**35,268**	**38,152**	**21,383**	**84,992**	**19,528**
Garfield	65.6	.0281	31.3	13.0	17.2	16.6	27.1	25.5	397,512	87,697	35,268	38,152	21,383	84,992	19,528
• Enid	52.7	.0226	31.1	13.8	17.8	15.9	27.2	20.9	382,073	83,007	34,797	37,910	21,249	82,064	18,216
SUBURBAN TOTAL	12.9	.0055	32.3	9.4	15.0	19.4	26.6	4.6	15,439	4,690	471	242	136	2,928	1,312
LAWTON	**114.6**	**.0491**	**25.0**	**20.8**	**17.7**	**15.4**	**16.9**	**36.7**	**445,390**	**107,003**	**34,029**	**65,895**	**25,293**	**102,781**	**7,128**
Comanche	114.6	.0491	25.0	20.8	17.7	15.4	16.9	36.7	445,390	107,003	34,029	65,895	25,293	102,781	7,128
• Lawton	81.8	.0351	26.6	16.8	18.4	16.2	18.4	29.4	420,538	91,923	32,501	65,840	24,742	101,465	6,964
SUBURBAN TOTAL	32.8	.0140	23.3	31.3	16.1	13.3	13.1	7.3	24,852	15,110	1,528	55	551	1,316	164
OKLAHOMA CITY	**905.6**	**.3884**	**30.1**	**13.9**	**18.1**	**17.7**	**23.4**	**347.2**	**5,042,769**	**1,173,503**	**462,935**	**614,890**	**241,250**	**1,139,742**	**101,970**
Canadian	65.9	.0283	29.5	10.0	19.3	20.4	18.9	22.3	269,827	69,989	15,016	18,575	5,433	108,607	3,917
Cleveland	148.8	.0638	26.9	19.0	20.5	18.1	15.3	53.0	517,528	117,338	51,198	62,421	23,318	140,280	12,608
• Norman	71.4	.0306	26.3	25.7	20.8	14.8	17.2	27.1	387,481	71,993	38,869	52,781	18,144	111,048	10,142
Logan	29.6	.0127	31.4	12.9	14.9	16.5	28.1	10.3	69,998	21,312	5,873	8,015	956	16,987	1,780
McClain	22.7	.0098	32.4	9.9	14.6	20.9	25.3	7.9	77,579	29,059	4,380	5,502	508	23,846	1,235
Oklahoma	578.9	.2482	30.8	13.4	18.1	17.3	25.1	231.7	3,858,778	861,155	342,740	478,732	203,173	817,567	77,238
Midwest City	49.7	.0213	29.4	14.3	18.1	17.1	22.8	19.0	309,647	113,104	20,084	29,162	3,206	97,881	4,446
• Oklahoma City	410.4	.1759	31.1	13.1	18.4	17.0	25.8	168.1	2,924,519	589,212	294,594	408,602	175,801	553,933	45,564
Pottawatomie	59.7	.0256	32.7	12.8	14.3	17.7	29.0	22.0	249,059	74,650	23,728	41,645	7,962	32,455	5,192
• Shawnee	28.6	.0123	33.7	14.7	13.9	15.2	33.0	11.3	196,423	47,021	18,974	37,671	5,505	31,592	4,244
SUBURBAN TOTAL	395.2	.1696	29.6	12.5	17.8	19.2	21.2	140.7	1,534,346	465,277	110,498	115,836	41,900	443,169	42,020
TULSA	**698.9**	**.2996**	**30.8**	**12.2**	**18.1**	**18.4**	**24.0**	**268.7**	**3,947,279**	**942,461**	**276,396**	**527,647**	**205,952**	**852,175**	**78,617**
Creek	64.1	.0275	31.8	10.1	15.7	18.9	26.1	22.8	196,068	77,119	11,964	16,885	4,041	38,841	4,563
Osage	42.7	.0183	33.0	9.9	15.9	18.6	28.2	15.7	84,551	31,493	3,735	2,177	2,861	19,297	2,860
Rogers	52.8	.0226	31.0	10.1	15.9	21.9	21.7	18.1	169,568	45,888	11,218	11,725	3,283	41,888	1,096
Tulsa	490.5	.2102	30.7	13.2	18.8	17.8	24.0	195.8	3,436,413	762,729	245,985	490,266	193,893	743,375	68,698
• Tulsa	370.8	.1589	31.2	13.9	18.8	17.1	25.7	154.9	2,961,046	605,713	223,053	439,653	178,628	630,344	60,523
Wagoner	48.8	.0210	29.7	9.3	17.2	20.0	20.9	16.3	60,679	25,232	3,494	6,594	1,874	8,774	1,400
SUBURBAN TOTAL	328.1	.1407	30.4	10.2	17.4	19.8	22.2	113.8	986,233	336,748	53,343	87,994	27,324	221,831	18,094
OTHER COUNTIES															
Adair	19.8	.0085	30.9	10.4	13.6	16.4	28.1	6.4	44,496	19,018	680	2,965	1,113	8,001	1,384
Alfalfa	7.1	.0031	41.1	8.2	11.4	15.4	41.2	2.9	21,835	6,407	1,185	172	391	2,562	629
Atoka	13.1	.0056	33.9	10.3	15.7	17.6	30.6	4.6	40,926	14,502	1,816	5,433	707	6,651	1,224
Beaver	7.1	.0030	34.0	8.4	14.8	17.5	31.0	2.8	15,947	5,293	1,317		75	2,593	581
Beckham	21.4	.0092	33.5	11.5	14.8	14.8	33.0	8.3	136,148	41,100	11,739	13,168	2,935	22,467	3,748
Blaine	14.2	.0061	34.6	10.5	13.2	15.6	33.9	5.5	49,664	15,395	2,453	967	1,168	7,256	2,040
Bryan	32.1	.0137	33.3	13.3	13.9	15.6	32.0	12.3	96,480	25,930	6,165	8,790	3,819	20,787	2,344
Caddo	31.7	.0136	33.3	10.4	13.1	15.8	32.0	11.7	109,603	33,875	5,136	8,066	4,324	26,059	3,319
Carter	45.8	.0196	33.5	10.5	14.7	16.5	31.3	17.3	215,985	61,027	15,355	27,370	10,155	37,853	4,911
Cherokee	33.0	.0141	30.0	14.9	14.3	16.4	26.4	11.6	99,803	35,457	11,017	11,029	1,745	11,365	2,211
Choctaw	18.0	.0078	34.2	9.4	12.9	15.5	33.5	6.4	54,283	18,763	2,340	3,820	716	14,817	1,713
Cimarron	3.6	.0015	35.6	7.7	14.4	17.0	33.7	1.4	13,770	3,693	1,140	135	318	3,174	241
Coal	6.3	.0027	36.5	9.0	12.2	14.9	36.6	2.3	8,823	3,704	277	2,093	32	1,236	275
Cotton	7.6	.0033	36.8	9.0	13.1	16.3	35.8	3.1	25,377	9,620	1,296	1,041	436	7,828	407
Craig	15.3	.0065	37.0	9.6	13.3	17.8	34.8	5.5	69,405	16,837	5,746	6,753	1,746	15,419	2,160
Custer	28.8	.0123	28.8	20.0	14.8	14.5	26.3	10.8	142,742	42,807	9,701	10,932	5,997	33,205	4,262
Delaware	26.1	.0112	38.0	8.4	11.9	16.0	37.5	9.7	68,267	21,221	4,937	8,253	2,467	11,989	2,135
Dewey	6.2	.0027	37.1	9.4	12.8	15.0	37.3	2.3	14,224	4,399	1,134	464	127	2,959	102
Ellis	6.1	.0026	34.8	9.3	14.7	15.1	34.6	2.3	20,997	4,736	799	169	259	7,655	563
Garvin	29.3	.0126	36.1	10.1	13.0	16.1	35.1	11.3	107,465	30,380	7,276	7,971	3,074	23,845	3,231
Grady	43.4	.0186	31.9	11.3	14.9	18.0	27.5	15.7	166,115	41,193	13,499	16,662	4,878	36,179	3,670
Grant	6.5	.0028	41.6	7.7	11.7	15.9	41.2	2.7	18,016	5,630	1,763	216	490	5,464	685
Greer	6.8	.0029	43.4	9.7	12.1	13.5	44.3	3.0	27,693	11,316	905	875	1,126	4,887	728
Harmon	4.5	.0019	40.9	8.1	10.9	13.7	41.6	1.8	12,637	5,000	341	286	224	2,288	901
Harper	4.7	.0020	37.5	9.8	13.4	17.5	35.4	1.9	15,058	5,018	829	141	181	2,495	545
Haskell	11.6	.0050	36.3	8.3	13.5	16.3	35.3	4.5	34,068	12,508	937	1,457	1,269	9,066	1,159
Hughes	14.8	.0063	39.8	8.4	11.5	16.1	39.2	5.7	44,207	16,721	2,295	1,041	627	8,867	1,431
Jackson	30.3	.0130	28.2	15.0	16.2	16.3	22.7	10.8	132,668	31,219	8,884	11,477	6,018	35,644	5,046
Jefferson	8.7	.0038	36.1	9.2	13.4	14.4	36.8	3.3	28,360	9,506	3,164	211	570	4,343	871
Johnston	11.2	.0048	33.9	11.7	12.9	15.3	33.3	4.1	21,558	9,740	748		200	2,876	1,236
Kay	50.7	.0217	34.3	10.9	15.1	16.1	32.8	20.2	380,801	80,942	19,759	28,611	13,292	56,069	8,081
Kingfisher	14.9	.0064	32.3	11.4	14.4	17.0	29.1	5.5	83,107	22,140	2,703	6,488	590	31,074	2,999
Kiowa	12.9	.0055	39.3	9.4	11.7	14.7	39.8	5.3	48,332	12,350	1,537	3,366	1,113	15,919	2,662
Latimer	10.3	.0044	33.9	12.5	12.4	15.7	32.8	3.7	24,171	14,025	637	1,235	71	2,425	586
Le Flore	43.4	.0186	33.3	10.0	13.9	17.2	30.4	15.7	111,109	48,319	4,525	7,422	2,435	20,864	4,929
Lincoln	29.3	.0126	33.6	10.1	13.7	18.0	30.1	10.9	85,979	21,243	4,366	1,941	3,391	19,719	2,084
Love	8.1	.0034	34.7	9.2	14.0	17.0	32.6	3.2	15,205	6,796	885	302	559	458	298
McCurtain	38.3	.0164	30.8	10.0	14.5	16.8	27.1	13.3	124,262	39,684	6,401	14,139	2,897	32,815	3,527
McIntosh	16.6	.0071	41.3	8.4	10.8	16.5	40.4	6.6	62,961	21,211	2,854	830	2,067	14,678	1,266
Major	9.4	.0040	34.2	10.2	14.1	17.1	31.7	3.4	45,259	10,093	2,052	1,448	33	16,896	1,593
Marshall	11.5	.0050	41.1	8.7	11.3	15.2	41.3	4.8	46,782	18,079	2,884	2,770	478	11,965	1,246
Mayes	35.2	.0151	33.6	10.0	13.8	17.6	30.5	12.9	141,166	48,834	9,075	8,890	3,198	[illegible]	3,753
Murray	12.8	.0054	35.0	9.4	13.5	15.4	34.6	4.9	57,673	20,854	3,226	2,714	1,240	15,424	440
Muskogee	70.1	.0301	32.7	10.9	15.0	16.1	30.4	26.2	339,936	106,571	25,068	38,780	12,481	64,646	5,156
Muskogee	41.9	.0180	33.8	11.1	14.6	14.4	33.9	16.5	312,425	90,381	23,539	38,722	12,183	63,800	4,753
Noble	12.2	.0052	34.2	10.7	14.1	17.5	31.4	4.8	52,945	10,620	3,415	2,729	591	10,050	1,141
Nowata	12.1	.0052	34.9	10.1	14.2	16.6	33.1	4.6	31,373	9,863	1,513	696	999	6,958	1,254
Okfuskee	11.3	.0048	37.2	8.5	11.4	15.9	36.6	4.4	25,882	9,888	[illegible]	631	699	3,737	1,029
Okmulgee	40.6	.0174	33.5	12.7	13.2	15.9	32.1	15.1	156,434	47,328	11,247	19,314	2,912	24,481	3,590
Ottawa	33.9	.0145	33.1	12.6	14.0	16.5	30.8	12.8	127,636	26,024	8,367	13,887	2,841	32,292	4,170

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Pawnee	16.8	.0072	34.7	9.3	14.6	17.9	31.6	6.4	51,604	18,173	2,923	2,497	1,361	13,207	1,852
Payne	65.7	.0282	24.7	32.0	15.9	12.6	20.0	24.0	244,845	67,571	24,488	25,896	11,018	34,175	4,888
Pittsburg	41.3	.0177	36.1	9.0	14.2	17.2	34.1	15.8	148,297	44,695	8,581	22,070	6,155	26,117	2,383
Pontotoc	34.2	.0146	33.4	14.1	13.7	15.9	31.9	13.0	168,746	57,765	10,465	14,524	5,713	33,234	2,988
Pushmataha	12.6	.0054	36.0	8.9	12.5	17.7	33.5	4.9	35,510	12,380	1,844	1,019	864	11,363	424
Roger Mills	5.2	.0023	34.6	10.1	13.7	15.4	34.1	2.0	12,429	1,252	443	261	305	6,171	711
Seminole	28.5	.0122	34.6	10.2	13.3	16.0	33.5	10.8	96,912	33,083	5,897	7,616	2,595	22,091	2,508
☐ Sequoyah	33.1	.0142	31.7	10.1	13.7	18.3	27.2	11.3	93,666	34,334	7,948	8,957	1,991	16,642	709
Stephens	46.5	.0199	33.7	10.7	15.5	16.5	31.5	17.9	255,062	73,047	11,664	25,454	8,834	72,925	7,279
Texas	18.2	.0078	29.8	13.3	16.0	17.2	24.5	6.6	74,467	27,812	4,618	6,472	2,418	12,193	3,217
Tillman	12.3	.0053	34.6	9.2	13.0	14.7	34.8	4.7	36,364	11,653	1,686	2,065	1,439	8,485	919
Washington	50.5	.0216	33.8	10.1	16.3	18.4	29.7	20.2	411,225	94,090	34,076	58,416	24,910	74,990	6,353
Washita	14.8	.0064	33.2	11.9	14.3	14.9	32.5	5.6	36,887	12,394	1,778	1,457	2,130	8,393	2,135
Woods	10.9	.0046	36.6	15.4	12.3	14.2	37.4	4.3	54,621	17,833	3,706	4,437	4,621	9,710	1,425
Woodward	23.8	.0102	29.7	12.7	17.2	17.1	23.8	8.6	173,185	50,619	7,737	18,959	7,341	29,598	2,857
TOTAL METRO COUNTIES	**1,817.8**	**.7794**	**30.1**	**13.6**	**17.9**	**17.8**	**23.5**	**689.4**	**9,926,616**	**2,345,028**	**816,576**	**1,255,541**	**495,971**	**2,196,332**	**207,952**
TOTAL STATE	**3,187.8**	**1.3664**	**31.3**	**12.9**	**16.4**	**17.1**	**26.8**	**1,204.3**	**15,444,403**	**4,004,294**	**1,172,553**	**1,757,834**	**684,749**	**3,349,270**	**351,432**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ENID	**669,163**	**22,619**	**24.8**	**32.8**	**16.3**	**7.6**	**.0318**
Garfield	669,163	22,619	24.8	32.8	16.3	7.6	.0318
• Enid	544,328	22,326	25.3	32.7	16.0	7.4	.0275
SUBURBAN TOTAL	124,835	24,086	22.8	32.9	18.0	8.7	.0043
LAWTON	**961,055**	**20,585**	**30.2**	**31.3**	**14.4**	**6.0**	**.0441**
Comanche	961,055	20,585	30.2	31.3	14.4	6.0	.0441
• Lawton	707,557	20,454	30.7	30.8	14.6	5.8	.0348
SUBURBAN TOTAL	253,498	21,075	28.4	33.0	13.5	6.7	.0093
OKLAHOMA CITY	**9,234,533**	**22,997**	**24.6**	**32.0**	**16.6**	**8.6**	**.4278**
Canadian	664,344	28,219	18.8	34.5	22.9	10.4	.0283
Cleveland	1,485,283	24,812	22.8	33.7	18.5	9.1	.0611
• Norman	713,343	21,265	26.1	28.8	15.1	9.0	.0331
Logan	234,303	19,424	26.9	29.8	13.4	5.3	.0098
McClain	185,375	21,674	23.0	33.1	15.3	5.4	.0083
Oklahoma	6,160,198	22,656	25.4	31.6	16.1	8.8	.2967
Midwest City	501,365	23,832	26.8	35.4	19.0	6.3	.0243
• Oklahoma City	4,373,716	21,953	25.4	30.7	15.3	8.7	.2157
Pottawatomie	505,030	19,508	26.0	29.6	13.8	5.5	.0236
• Shawnee	248,914	17,849	26.0	27.9	11.6	5.1	.0135
SUBURBAN TOTAL	3,898,560	24,888	23.2	34.3	19.0	8.6	.1655
TULSA	**7,339,055**	**23,528**	**23.5**	**32.4**	**17.0**	**8.9**	**.3343**
Creek	542,912	21,637	23.7	33.2	15.1	5.6	.0234
Osage	386,458	21,947	23.0	33.0	14.9	6.7	.0149
Rogers	481,354	24,966	21.2	33.8	19.6	8.3	.0202
Tulsa	5,406,088	23,725	23.9	32.2	17.1	9.6	.2602
• Tulsa	4,262,956	22,959	25.0	30.9	16.2	10.0	.2107
Wagoner	422,243	24,170	20.3	33.7	17.6	7.9	.0156
SUBURBAN TOTAL	2,976,099	24,277	21.4	34.5	18.1	7.4	.1236
OTHER COUNTIES							
Adair	103,627	12,716	29.7	24.4	4.3	1.8	.0052
Alfalfa	59,601	17,244	28.8	28.6	9.8	4.1	.0026
Atoka	83,271	13,019	31.0	20.0	6.5	3.4	.0041
Beaver	63,982	20,548	26.4	35.9	11.0	4.7	.0025
Beckham	207,743	20,500	22.9	27.1	15.7	8.2	.0105
Blaine	127,380	19,448	24.2	28.9	13.4	6.5	.0054
Bryan	215,200	13,949	31.6	21.7	7.1	3.1	.0103
Caddo	262,059	18,375	25.7	27.1	11.8	7.0	.0118
Carter	398,685	19,259	25.0	29.5	13.0	5.9	.0190
Cherokee	222,472	15,137	31.4	24.7	7.9	3.7	.0108
Choctaw	98,893	11,558	28.2	20.0	5.1	2.2	.0052
Cimarron	28,265	17,087	33.0	29.0	7.7	4.3	.0013
Coal	38,424	12,861	30.7	21.8	4.5	3.3	.0017
Cotton	53,605	14,778	30.4	26.3	7.5	1.3	.0026
Craig	98,746	15,166	34.1	25.2	6.1	3.0	.0055
Custer	286,669	21,398	23.8	28.6	15.2	9.1	.0129
Delaware	159,470	13,430	34.5	22.6	5.2	2.0	.0078
Dewey	59,665	21,125	23.6	27.8	13.3	11.3	.0022
Ellis	48,748	17,578	30.2	28.4	10.7	4.4	.0024

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Garvin	254,147	18,711	26.2	28.4	13.2	5.3	.0112
Grady	379,835	20,384	25.4	29.4	14.2	7.3	.0171
Grant	58,465	18,376	29.7	28.3	12.0	4.7	.0023
Greer	51,763	13,011	27.7	23.6	5.4	3.6	.0026
Harmon	23,707	9,381	30.5	11.3	2.7	2.7	.0012
Harper	41,887	20,093	25.6	34.6	10.0	5.6	.0018
Haskell	75,996	13,150	30.8	19.4	8.0	2.7	.0037
Hughes	90,940	12,348	30.0	21.0	6.0	2.0	.0046
Jackson	209,374	15,708	35.3	25.7	7.6	2.8	.0110
Jefferson	55,233	12,897	30.6	22.2	5.3	2.6	.0029
Johnston	58,785	10,643	29.4	16.1	6.0	1.1	.0028
Kay	480,493	20,674	26.6	32.0	13.5	6.1	.0231
Kingfisher	143,673	23,764	22.2	34.3	18.1	7.1	.0068
Kiowa	91,192	12,973	29.0	22.7	5.7	3.3	.0045
Latimer	65,899	13,391	28.2	22.8	6.6	3.4	.0031
Le Flore	285,373	14,996	31.9	25.8	7.1	2.3	.0133
Lincoln	228,616	18,639	25.9	31.8	10.8	3.9	.0102
Love	67,587	18,096	25.9	29.1	10.6	5.5	.0027
McCurtain	211,842	12,842	31.7	21.2	6.4	1.5	.0116
McIntosh	116,058	14,235	30.5	23.9	7.2	2.5	.0058
Major	79,790	19,788	27.9	30.6	12.8	6.1	.0038
Marshall	95,380	14,963	31.7	23.4	9.0	4.1	.0045
Mayes	241,534	16,118	30.8	29.0	7.8	2.3	.0125
Murray	100,022	17,606	28.7	30.3	9.7	3.2	.0049
Muskogee	539,756	16,981	26.8	27.9	10.3	4.3	.0278
Muskogee	338,578	16,234	27.3	25.8	9.9	4.9	.0199
Noble	105,563	19,372	29.0	30.4	12.1	5.8	.0049
Nowata	99,464	19,120	25.1	33.3	10.6	3.9	.0041
Okfuskee	76,330	13,572	29.0	22.6	7.0	3.3	.0035
Okmulgee	289,224	15,122	28.6	26.6	8.5	3.0	.0144
Ottawa	237,981	15,533	32.0	27.7	7.1	2.4	.0119
Pawnee	139,858	18,475	27.8	30.0	11.4	4.8	.0060
Payne	540,762	16,742	29.5	26.0	10.9	4.9	.0249
Pittsburg	293,840	15,491	31.1	27.2	7.0	2.6	.0143
Pontotoc	266,822	16,519	26.5	28.2	9.6	4.2	.0136
Pushmataha	74,271	11,637	32.2	17.7	3.9	2.6	.0038
Roger Mills	58,428	22,549	23.7	31.1	11.6	13.8	.0021
Seminole	215,370	16,201	26.9	27.5	8.9	4.4	.0101
☐ Sequoyah	192,600	14,383	33.7	24.5	5.1	2.5	.0098
Stephens	429,534	20,919	25.0	31.8	14.4	6.0	.0209
Texas	150,667	20,284	29.0	34.3	11.7	4.9	.0070
Tillman	75,224	12,220	32.8	18.3	4.2	3.1	.0038
Washington	581,555	25,452	21.1	31.7	17.9	12.5	.0289
Washita	144,827	22,473	24.7	32.7	14.1	9.2	.0057
Woods	104,366	19,387	28.1	28.9	11.7	7.8	.0048
Woodward	255,887	26,777	20.9	31.0	19.6	12.8	.0127
TOTAL METRO COUNTIES	**18,296,406**	**22,868**	**24.6**	[illegible]	**16.5**	**8.4**	**.6478**
TOTAL STATE	**29,100,231**	**20,288**	**26.1**	**29.9**	**13.8**	**6.9**	**1.3648**

THE TULSA PAPERS.

HERE'S A HANDFUL OF REASONS WHY TULSA IS CALLED GREEN COUNTRY.

Tulsa is smack in the middle of Oklahoma's Green Country. And when you talk about advertising in the Tulsa papers, you're talking about more than trees. You're talking money.

While the rest of the country's economy is in a crunch, Tulsa's diverse economy is quietly and steadily expanding.

That means Tulsans have money to spend.

So, extend your reach and advertise in the *Tulsa World* and *The Tulsa Tribune*...the one medium that offers you plenty of space to grow along with Tulsa in sales.

TULSA WORLD
County Jails: 'A Bomb Waiting to Explode'
The Tulsa Tribune
Oklahomans spent $88,622 per state senator in '82
Woman nominated to replace Schweiker
RESERVE NOTE
TES OF AMERICA
L 20000001 A
WASHINGTON, D.C. 12
100
LLARS

Newspaper Printing Corporation
Agent for

TULSA WORLD

The Tulsa Tribune

Two independently and separately
owned newspapers represented nationally
by Branham.

OREGON

ORE.
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
EUGENE - SPRINGFIELD	**277.9**	**.1192**	**29.8**	**14.5**	**21.1**	**16.7**	**22.4**	**107.9**	**1,550,809**	**332,997**	**160,731**	**232,175**	**62,220**	**254,361**	**58,854**
Lane	277.9	.1192	29.8	14.5	21.1	16.7	22.4	107.9	1,550,809	332,997	160,731	232,175	62,220	254,361	58,854
• Eugene	107.1	.0459	29.0	19.4	23.3	15.2	20.8	44.3	697,811	151,878	96,405	36,831	42,395	129,917	27,618
• Springfield	41.9	.0180	27.6	16.4	22.7	14.2	18.9	16.8	210,580	44,424	25,637	36,570	12,906	40,108	6,724
SUBURBAN TOTAL	128.9	.0553	31.5	9.8	18.6	18.8	24.8	46.8	642,418	136,695	38,689	158,774	6,919	84,336	24,512
MEDFORD	**140.4**	**.0602**	**32.2**	**11.1**	**17.6**	**17.6**	**27.5**	**53.1**	**801,075**	**178,932**	**70,721**	**91,576**	**32,247**	**120,648**	**18,218**
Jackson	140.4	.0602	32.2	11.1	17.6	17.6	27.5	53.1	801,075	178,932	70,721	91,576	32,247	120,648	18,218
• Medford	41.9	.0180	31.5	11.4	18.9	16.1	27.4	16.8	566,211	87,005	49,626	72,739	24,297	108,990	8,838
SUBURBAN TOTAL	98.5	.0422	32.5	11.0	17.2	18.2	27.5	36.3	234,864	91,927	21,095	18,837	7,950	11,658	9,380
PORTLAND	**1,135.5**	**.4866**	**31.3**	**12.1**	**20.1**	**17.5**	**25.2**	**450.9**	**6,648,796**	**1,197,374**	**805,082**	**1,387,085**	**312,440**	**942,441**	**167,575**
Clackamas	250.9	.1075	31.4	9.7	18.4	20.3	23.0	89.9	1,068,314	322,375	98,473	158,817	26,288	169,818	24,077
Multnomah	564.2	.2418	32.0	13.1	20.9	15.5	28.1	239.4	3,626,724	508,427	529,019	763,737	217,756	485,831	70,007
• Portland	365.2	.1565	32.4	13.4	21.6	14.4	30.0	162.2	2,403,795	381,694	357,768	378,276	184,292	325,204	24,577
Washington	261.5	.1120	30.0	12.0	21.1	19.1	20.4	100.6	1,708,679	295,314	155,010	455,387	63,491	238,150	52,330
Yamhill	58.9	.0253	30.7	12.5	16.6	16.7	26.1	21.0	245,079	71,258	22,580	9,144	4,905	48,642	21,161
SUBURBAN TOTAL	770.3	.3301	30.7	11.5	19.5	18.9	22.8	288.7	4,245,001	815,680	447,314	1,008,809	128,148	617,237	142,998
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,341.1***	***.5748***	***31.1***	***11.9***	***19.9***	***17.6***	***24.6***	***526.3***	***7,376,203***	***1,381,014***	***905,722***	***1,492,072***	***330,732***	***1,030,782***	***200,225***
SALEM	**260.3**	**.1116**	**31.0**	**12.3**	**18.0**	**16.6**	**26.3**	**96.7**	**1,198,790**	**217,374**	**138,895**	**250,717**	**56,340**	**169,432**	**47,012**
Marion	213.0	.0913	31.0	12.3	18.1	16.6	26.2	79.2	1,079,293	173,148	127,435	247,549	52,866	157,401	42,670
• Salem	92.4	.0396	30.9	14.8	20.2	15.5	26.3	36.3	727,041	61,482	86,739	230,021	42,710	98,164	38,739
Polk	47.3	.0203	31.2	12.0	17.4	16.8	26.5	17.5	119,497	44,226	11,460	3,168	3,474	12,031	4,343
SUBURBAN TOTAL	167.9	.0720	31.1	11.0	16.7	17.2	26.2	60.4	471,749	155,892	52,156	20,696	13,630	71,268	8,274
OTHER COUNTIES															
Baker	16.3	.0070	34.7	8.8	14.9	17.3	32.3	6.4	63,871	18,029	9,605	3,103	1,387	9,293	3,260
Benton	70.8	.0304	26.4	25.5	20.3	14.8	17.9	25.7	294,953	66,642	35,141	46,020	15,474	30,717	14,577
Corvallis	42.5	.0182	24.5	36.0	20.4	11.1	16.2	15.7	270,164	61,331	29,939	44,660	15,182	29,492	13,397
Clatsop	33.1	.0142	32.5	12.0	17.2	15.5	30.2	13.0	172,141	47,411	30,033	5,056	7,402	13,096	12,425
Columbia	37.0	.0159	31.2	9.4	17.3	18.0	25.4	13.6	122,170	35,777	12,556	4,016	9,263	16,909	8,827
Coos	62.8	.0269	32.4	10.7	16.7	17.8	27.9	24.0	320,301	84,817	33,499	20,397	13,358	59,092	19,666
Crook	13.7	.0058	32.8	10.1	15.8	18.0	28.5	5.1	36,856	10,860	2,694	1,084	938	4,621	2,052
Curry	17.7	.0076	37.7	8.5	14.3	16.5	36.8	7.3	64,225	18,919	7,947	894	2,198	7,166	4,714
Deschutes	68.7	.0295	30.8	11.0	19.9	17.9	23.7	25.9	416,133	105,193	39,448	25,115	15,034	65,276	21,689
Douglas	97.8	.0419	31.2	10.6	16.6	17.7	26.0	35.5	428,147	113,144	58,024	45,715	12,270	62,440	23,165
Gilliam	2.0	.0009	34.3	9.8	15.0	17.4	31.6	.8	7,876	3,097	1,253	92	31	1,004	129
Grant	8.3	.0035	32.7	9.4	16.4	18.4	27.8	3.2	29,808	15,879	2,039	784	847	2,650	2,043
Harney	8.4	.0036	31.1	10.6	17.0	18.8	24.5	3.1	43,022	14,443	7,031	555	871	6,521	580
Hood River	16.3	.0070	32.1	10.7	17.2	17.3	27.8	6.3	80,348	28,873	8,626	3,866	4,158	10,410	777
Jefferson	12.3	.0053	29.6	11.1	16.1	17.6	23.6	4.4	42,668	14,724	5,270	2,099	566	4,292	3,010
Josephine	63.8	.0273	34.5	8.7	15.6	17.3	31.8	24.1	333,659	79,193	30,699	30,148	13,343	64,460	12,[illegible]63
Klamath	60.4	.0259	30.8	11.4	17.3	17.4	25.4	22.8	316,014	79,662	25,582	52,308	12,678	47,114	12,342
Lake	7.8	.0033	32.3	9.6	16.1	18.4	27.3	3.0	39,416	10,279	4,038	491	606	8,913	2,770
Lincoln	37.4	.0160	36.2	9.5	16.8	15.5	35.8	16.0	190,488	52,897	34,507	9,484	3,313	22,754	9,827
Linn	92.6	.0397	30.9	11.0	17.8	17.2	25.6	34.9	417,156	84,474	47,394	77,973	15,247	76,456	11,818
Malheur	27.5	.0118	30.8	10.9	14.9	16.0	27.7	9.8	150,529	42,548	16,204	6,997	4,561	23,475	7,420
Morrow	8.4	.0036	30.0	10.8	17.1	18.3	23.2	2.9	17,669	3,923	2,253	49	312	2,059	1,399
Sherman	2.2	.0009	32.8	8.9	16.5	14.6	31.8	.8	11,223	569	2,836	30	214		87
Tillamook	21.7	.0093	34.9	9.0	16.4	15.7	34.1	8.8	87,776	24,421	12,862	3,538	2,198	14,061	2,654
Umatilla	62.2	.0267	30.8	11.5	17.6	16.6	26.0	22.5	338,826	92,573	35,821	14,385	11,543	54,866	18,321
Union	24.9	.0107	30.3	12.5	17.2	17.0	25.0	9.1	101,581	26,593	12,063	939	4,332	13,812	9,795
Wallowa	7.5	.0032	34.4	8.7	15.9	17.4	31.7	3.0	29,521	6,641	3,112	1,299	344	6,176	1,847
Wasco	21.9	.0094	32.9	9.3	16.9	16.7	29.7	8.6	128,245	24,578	13,572	5,195	5,356	25,373	10,444
Wheeler	1.4	.0006	38.2	7.6	12.3	17.6	36.2	.6	3,675	433	262	964	33	1,463	
TOTAL METRO COUNTIES	**1,814.1**	**.7776**	**31.1**	**12.4**	**19.9**	**17.2**	**25.0**	**708.6**	**10,199,470**	**1,926,677**	**1,175,429**	**1,961,553**	**463,247**	**1,466,882**	**291,660**
TOTAL STATE	**2,719.0**	**1.1655**	**31.2**	**12.2**	**18.9**	**17.2**	**25.7**	**1,049.8**	**14,487,767**	**3,033,269**	**1,669,880**	**2,324,149**	**621,124**	**2,141,351**	**509,561**

MORE SALES!
READERSHIP!

Readership Is The Key To More Sales . . . And

The EUGENE REGISTER-GUARD IS YOUR KEY TO OREGON'S 2nd LARGEST MARKET!

90% Of All Adults Are Exposed To The Register-Guard every week.

70% Of All Adults Are Regular Readers (At Least 3 out of every 4 issues).

For full details and complete demographic breakouts of readership, contact James McComb, Register-Guard Marketing Director or any Sawyer, Ferguson, Walker office.

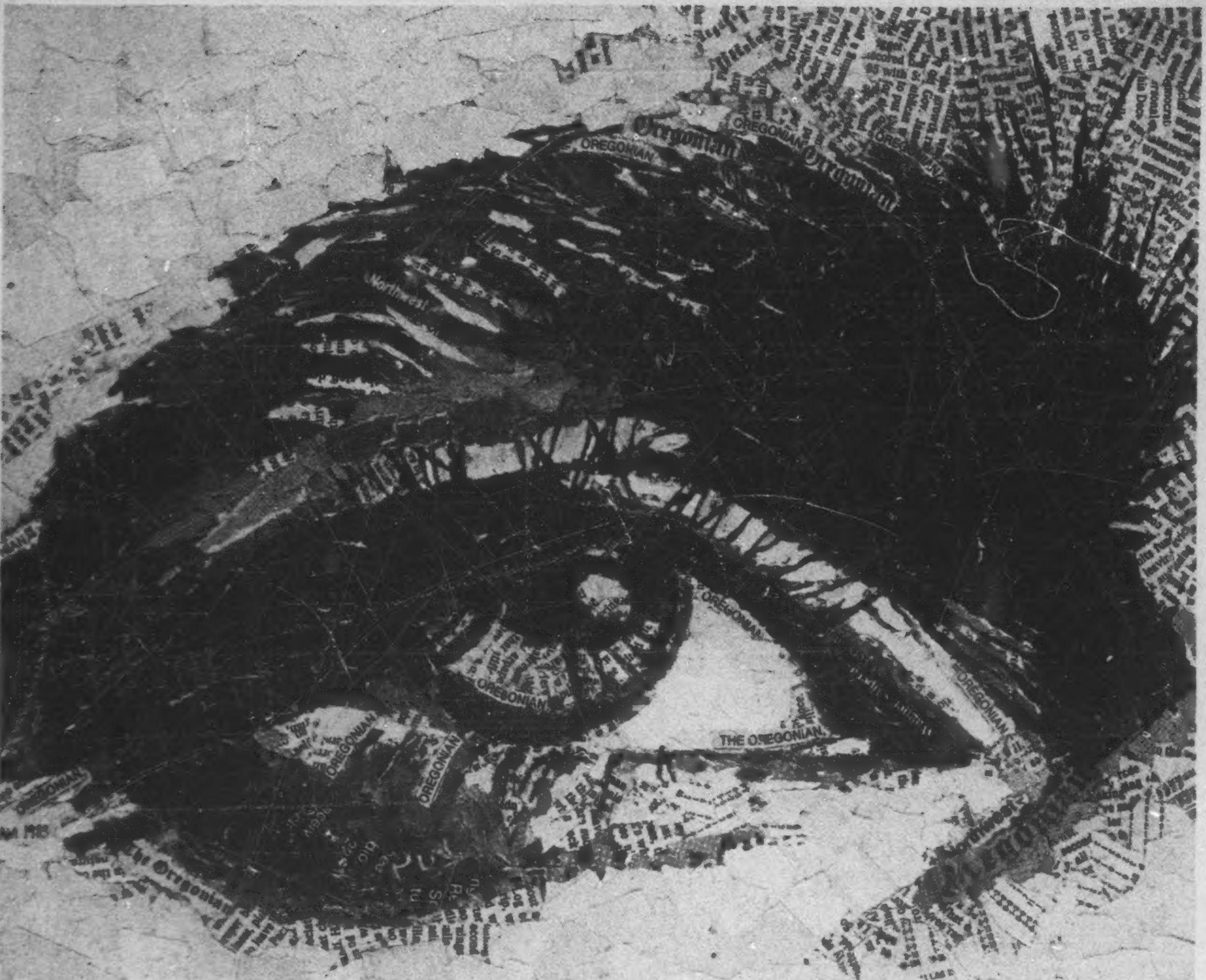
Eugene Register-Guard

P.O. Box 10188, Eugene, OR 97440
(503) 485-1234

Represented Nationally by
Sawyer, Ferguson, Walker

Source: Mar%Stat Market Research
Study of Oregon Newspapers.
May 1983.

8



Focus on the nation's 22nd ADI with the largest newspaper in the Northwest.

Portland, Oregon, the nation's 22nd ADI, deserves a closer look. And so does The Oregonian, the largest newspaper in the Northwest.

Just examine all these facts: Over 300,000 daily circulation, over 400,000 Sunday circulation. 5th best city zone household penetration in the nation. 2nd lowest CPM on the West Coast. FOODday, the Wednesday food publication with total market coverage, has a guaranteed distribution of 540,000.

See for yourself how efficiently The Oregonian achieves tangible results in the 22nd ADI. Call Stephen Bell, Marketing and General Advertising Manager, today at (503) 221-8278.

Ask about our special FOODday package.

The Oregonian

It makes sense.

Represented nationally by Newhouse Newspapers, Inc., with offices in New York, Detroit, Atlanta, Chicago, Los Angeles and San Francisco.

© 1983 Oregonian Publishing Company

Buy America's ...

The 24th largest ADI is Portland. When buying Portland, don't forget **Salem,** an essential part of the Portland market. Nobody reaches Salem as well as the daily and Sunday Statesman-Journal with 85 percent readership each week.

Statesman Journal

REPRESENTED NATIONALLY BY GANNETT NEWSPAPER ADVERTISING SALES
STATESMAN-JOURNAL NEWSPAPER P.O. BOX 13009, SALEM, OREGON 97309 (503) 399-6614

24th LARGEST ADI

ORE.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
EUGENE - SPRINGFIELD	**2,275,596**	**18,753**	**29.4**	**33.0**	**9.9**	**3.4**	**.1186**
Lane	2,275,596	18,753	29.4	33.0	9.9	3.4	.1186
• Eugene	934,085	17,333	29.2	28.3	10.3	4.5	.0497
• Springfield	308,801	17,202	32.4	32.9	6.3	1.2	.0165
SUBURBAN TOTAL	1,032,710	20,550	28.4	37.5	10.9	3.3	.0524
MEDFORD	**1,059,943**	**17,394**	**33.1**	**31.2**	**7.5**	**2.9**	**.0584**
Jackson	1,059,943	17,394	33.1	31.2	7.5	2.9	.0584
• Medford	343,359	17,515	32.7	30.5	7.6	3.7	.0269
SUBURBAN TOTAL	716,584	17,336	33.2	31.6	7.4	2.5	.0315
PORTLAND	**11,245,836**	**22,443**	**25.6**	**34.1**	**15.9**	**6.2**	**.5378**
Clackamas	2,370,613	24,444	23.9	37.8	17.5	6.5	.1052
Multnomah	5,511,117	20,125	27.5	31.8	13.4	5.1	.2743
• Portland	3,561,761	18,611	28.6	29.6	11.9	4.8	.1789
Washington	2,915,095	26,860	21.5	35.8	21.7	9.4	.1361
Yamhill	449,011	19,262	30.1	34.6	10.2	3.0	.0222
SUBURBAN TOTAL	7,684,075	24,535	23.9	36.5	18.2	7.0	.3589
PORTLAND - VANCOUVER CONSOLIDATED AREA	***13,188,479***	***22,670***	***25.1***	***34.3***	***16.2***	***6.3***	***.6200***
SALEM	**2,022,867**	**18,369**	**31.4**	**32.8**	**9.4**	**3.0**	**.1014**
Marion	1,668,371	18,397	31.6	32.5	9.7	3.1	.0860
• Salem	754,282	17,353	32.3	29.9	9.2	3.3	.0451
Polk	354,496	18,255	31.0	34.0	8.1	2.3	.0154
SUBURBAN TOTAL	1,268,585	18,966	31.0	34.5	9.5	2.8	.0563
OTHER COUNTIES							
Baker	110,650	15,227	33.8	27.4	6.1	1.0	.0057
Benton	615,662	20,077	27.6	30.7	14.2	5.2	.0283
Corvallis	351,066	17,173	30.1	27.5	11.6	3.8	.0191
Clatsop	263,207	17,188	31.0	29.7	9.3	2.8	.0136
Columbia	285,420	20,081	27.3	38.0	10.1	2.2	.0131
Coos	453,868	17,151	32.5	33.2	6.5	1.8	.0246
Crook	92,955	16,005	38.1	28.5	4.0	1.9	.0043
Curry	128,383	15,196	35.4	27.0	5.4	2.1	.0061
Deschutes	513,329	17,823	33.0	33.4	7.1	2.6	.0292
Douglas	647,828	17,091	34.1	32.2	5.4	1.4	.0349
Gilliam	19,365	21,150	30.3	33.6	13.9	5.8	.0008
Grant	52,417	14,904	36.5	27.2	3.9	.9	.0028
Harney	49,911	15,035	41.5	26.3	2.8	.7	.0030
Hood River	123,208	17,102	32.3	31.9	8.3	2.0	.0064
Jefferson	92,199	18,966	33.4	34.4	8.8	3.2	.0043
Josephine	413,778	14,890	34.8	26.7	5.4	1.6	.0241
Klamath	413,940	16,397	32.6	30.8	6.0	1.6	.0234
Lake	52,635	16,354	33.7	32.3	5.3	.6	.0029
Lincoln	315,447	16,865	31.9	29.4	7.9	3.5	.0156
Linn	713,558	18,788	30.1	34.5	9.4	2.6	.0357
Malheur	175,104	15,500	35.0	26.8	5.8	2.5	.0106
Morrow	71,076	22,522	27.5	34.7	15.8	5.7	.0029
Sherman	16,578	18,500	32.6	31.8	11.6	2.0	.0008
Tillamook	158,360	15,436	35.9	26.9	5.9	2.1	.0080
Umatilla	490,034	19,341	31.9	33.5	11.2	3.2	.0258
Union	177,351	17,441	30.9	32.2	7.7	2.6	.0090
Wallowa	48,591	14,184	36.5	24.1	5.7	.9	.0026
Wasco	190,677	20,568	25.9	36.5	10.3	4.5	.0098
Wheeler	8,725	11,276	35.8	17.0	4.7	.8	.0004
TOTAL METRO COUNTIES	**16,604,242**	**20,783**	**27.5**	**33.5**	**13.5**	**5.1**	**.8162**
TOTAL STATE	**23,298,498**	**19,571**	**29.0**	**32.8**	**11.7**	**4.3**	**1.1649**

PENNSYLVANIA

PA.
S&MM ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM	**647.8**	**.2777**	**33.9**	**11.7**	**16.0**	**17.4**	**30.8**	**241.1**	**3,103,184**	**779,951**	**277,781**	**388,910**	**140,514**	**472,886**	**78,149**
Carbon	54.1	.0232	36.5	10.0	14.3	16.2	35.5	20.5	162,030	45,671	8,922	7,494	6,975	36,384	4,297
Lehigh	277.5	.1189	34.0	11.8	16.5	17.6	30.8	106.3	1,666,605	338,766	165,069	295,086	89,090	235,798	34,946
• Allentown	103.6	.0444	34.4	13.8	15.8	14.9	34.2	42.5	630,468	99,354	52,975	94,822	26,846	117,332	12,280
Northampton	228.5	.0980	33.7	12.4	15.7	17.2	30.7	83.2	881,628	269,473	73,622	70,091	33,509	161,959	27,389
• Bethlehem	70.7	.0303	33.8	16.3	14.8	14.7	33.5	27.0	355,130	140,544	30,090	34,594	8,898	29,137	10,781
• Easton	25.3	.0108	31.3	16.8	15.3	13.3	31.0	9.3	116,775	60,324	5,699	3,855	6,759	3,936	2,610
Warren, N. J.	*87.7*	*.0376*	*32.7*	*10.8*	*16.4*	*18.2*	*28.0*	*31.1*	*392,921*	*126,041*	*30,168*	*16,239*	*10,940*	*38,745*	*11,517*
SUBURBAN TOTAL	448.2	.1922	33.9	10.3	16.3	18.6	29.5	162.3	2,000,811	479,729	189,017	255,639	98,011	322,481	52,478
ALTOONA	**137.0**	**.0588**	**33.5**	**11.2**	**15.0**	**16.2**	**31.5**	**50.2**	**649,183**	**173,287**	**56,402**	**100,910**	**34,098**	**99,785**	**15,460**
Blair	137.0	.0588	33.5	11.2	15.0	16.2	31.5	50.2	649,183	173,287	56,402	100,910	34,098	99,785	15,460
• Altoona	56.3	.0241	34.5	11.9	14.1	14.9	34.4	21.3	291,798	95,754	38,679	17,020	24,393	24,663	10,484

Lebanon News *adds upscale to your ADI buy... 65% coverage of Lebanon county. Call LANDON ASSOCIATES for details.*

HARRISBURG-YORK-LANCASTER

LEBANON ADI

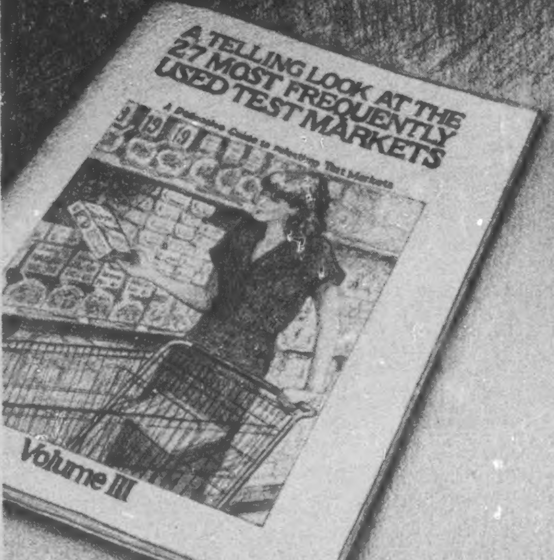
PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SUBURBAN TOTAL	80.7	.0347	32.8	10.7	15.8	17.1	29.5	28.9	357,385	77,533	17,723	83,890	9,705	75,122	4,976
BEAVER COUNTY	**203.1**	**.0870**	**33.7**	**11.7**	**15.0**	**17.2**	**30.9**	**73.4**	**797,883**	**218,589**	**62,621**	**150,386**	**28,888**	**112,065**	**21,038**
Beaver	203.1	.0870	33.7	11.7	15.0	17.2	30.9	73.4	797,883	218,589	62,621	150,386	28,888	112,065	21,038
SUBURBAN TOTAL	203.1	.0870	33.7	11.7	15.0	17.2	30.9	73.4	797,883	218,589	62,621	150,386	28,888	112,065	21,038
ERIE	**283.9**	**.1216**	**30.5**	**13.6**	**16.0**	**15.8**	**27.0**	**101.0**	**1,212,040**	**238,930**	**111,179**	**167,236**	**62,935**	**211,973**	**38,437**
Erie	283.9	.1216	30.5	13.6	16.0	15.8	27.0	101.0	1,212,040	238,930	111,179	167,236	62,935	211,973	38,437
• Erie	118.2	.0507	31.0	14.2	16.1	13.2	30.4	44.5	424,077	125,221	39,629	21,868	31,239	78,276	15,912
Millcreek Township	45.7	.0196	32.6	11.5	16.4	18.4	27.7	16.6	401,666	41,861	34,494	120,361	15,866	61,241	7,677
SUBURBAN TOTAL	165.7	.0709	30.1	13.1	16.1	17.6	24.6	56.5	787,963	113,709	71,550	145,368	31,696	133,697	22,525
HARRISBURG - LEBANON - CARLISLE	**547.9**	**.2425**	**32.5**	**12.3**	**16.8**	**17.6**	**28.2**	**211.6**	**2,952,441**	**745,581**	**263,264**	**323,862**	**116,189**	**444,744**	**77,583**
Cumberland	184.3	.0790	32.2	13.9	16.5	18.5	26.8	67.2	1,126,456	254,867	97,531	123,523	55,475	152,917	31,233
• Carlisle	18.9	.0081	31.4	20.3	15.8	14.8	29.5	7.4	205,550	53,634	18,622	25,315	8,601	22,922	4,936
Dauphin	234.9	.1007	32.9	11.6	17.4	16.9	29.4	91.6	1,260,169	350,803	127,418	135,732	40,109	174,791	34,220

WHERE WILL YOU TEST YOUR PRODUCT...
AND HOW MUCH WILL IT COST?



If you have been confused by conflicting reports on the "best" test markets, and dreading the paperwork and research necessary to select your own test market, we may have the solution.

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS, VOLUME III is an expanded 28 page guide to selecting test markets. This newly updated study contains the research data and documented statistics you will want to review before selecting your test market. Such topics include:

- Why, when, where, and how to conduct a test.
- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying incomes
  4) Purchasing Patterns and how all of these compare to the national norm.
- Media Coverage, Cost and Control comparisons using a media mix with specific reach and frequency goals.

This free brochure also analyzes matched markets using demographic and geographic profiles, media coverage, market isolation and more. To receive your copy, send in the coupon below.

Please send me a free copy of your test marketing brochure.
(Sorry, Volumes 1 and 2 are no longer available.)
Name ______
Co. ______
Address ______
City ______ State ______ Zip ______
For Your Copy Write to: Mr. Gerald Szorek, Times Publishing Company, Times Square,
12th & Sassafras Street, Erie, Pennsylvania 16534

MORNING NEWS · ERIE DAILY TIMES · Times-News
Represented by Landon Associates

METRO HARRISBURG HAS 110,800 MORE MOUTHS TO FEED

If the Bureau of the Census were responsible for feeding everyone, they would have to find provisions for 110,800 more people in the metro Harrisburg area*—and shelter for 39,400 additional households this year. Lebanon County is now part of the Harrisburg metro area because so many Lebanon County residents help produce those famous Hershey Chocolate products in nearby Dauphin County.

The dominant daily and Sunday newspaper serving this dynamic half-a-million plus market is the Harrisburg Patriot-News. Phone Bob Cobaugh, in Harrisburg (717) 255-8203, or your Newhouse representative, for details.

The Harrisburg Patriot-News

Harrisburg, PA 17105 **A Newhouse Newspaper** *© S&MM 1983 Survey of Buying Power

PA. (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Harrisburg	51.0	.0219	32.2	11.4	17.0	13.9	31.3	21.7	217,761	34,819	25,801	30,169	6,405	48,364	11,249
Lebanon	110.8	.0475	32.9	11.3	16.0	17.5	29.1	39.4	462,739	112,603	31,455	62,504	17,388	88,678	9,714
• Lebanon	26.2	.0112	34.1	12.0	14.8	15.2	33.5	10.5	136,353	36,446	9,106	8,767	7,492	14,960	5,109
Perry	37.9	.0163	30.9	10.7	18.0	17.5	25.1	13.4	103,077	27,308	6,860	2,103	3,217	28,358	2,416
SUBURBAN TOTAL	471.8	.2023	32.5	12.0	17.0	18.3	27.5	172.0	2,392,777	620,682	209,735	239,611	93,691	358,498	56,289
JOHNSTOWN	**264.6**	**.1134**	**33.0**	**11.9**	**15.1**	**15.2**	**31.8**	**94.4**	**1,059,362**	**258,298**	**74,628**	**166,674**	**50,403**	**204,428**	**27,376**
Cambria	181.8	.0779	33.0	12.4	14.9	14.9	32.1	64.7	807,544	192,160	53,276	152,649	37,894	136,384	21,072
• Johnstown	34.1	.0146	36.9	11.5	14.0	13.6	38.1	14.0	156,191	33,592	11,070	19,982	10,480	48,848	4,520
Somerset	82.8	.0355	33.0	11.0	15.4	16.1	30.9	29.7	251,818	66,138	21,362	14,025	12,509	68,044	6,304
SUBURBAN TOTAL	230.5	.0988	32.6	12.0	15.2	15.5	30.8	80.4	903,171	224,706	63,568	146,692	39,923	155,580	22,856
LANCASTER	**374.1**	**.1603**	**31.2**	**13.0**	**16.5**	**17.2**	**26.5**	**131.3**	**1,672,019**	**407,374**	**144,297**	**163,902**	**101,731**	**264,635**	**41,728**
Lancaster	374.1	.1603	31.2	13.0	16.5	17.2	26.5	131.3	1,672,019	407,374	144,297	163,902	101,731	264,635	41,728
• Lancaster	54.4	.0233	30.0	16.5	16.7	13.6	27.9	21.1	251,111	46,580	28,517	28,638	25,909	20,583	3,914
SUBURBAN TOTAL	319.7	.1370	31.4	12.5	16.3	17.8	26.2	110.2	1,420,908	360,794	115,780	135,264	75,822	244,052	37,814
PHILADELPHIA	**4,685.9**	**2.0085**	**32.2**	**12.5**	**16.2**	**17.3**	**28.2**	**1,673.9**	**20,733,410**	**5,023,146**	**2,041,438**	**2,400,201**	**918,246**	**2,121,689**	**540,759**
Bucks	496.2	.2127	30.7	11.9	17.1	19.3	23.4	167.3	2,671,917	628,424	231,518	357,050	104,724	501,449	52,306
Bensalem Township	54.7	.0234	29.0	12.6	23.5	16.6	19.3	20.4	416,141	95,809	33,825	119,914	13,532	13,215	8,227
Bristol Township	57.2	.0245	28.9	13.6	17.4	16.4	23.1	18.2	169,544	75,790	17,417		4,058	30,410	4,730
Chester	328.6	.1409	31.4	12.2	17.0	19.6	24.2	112.3	1,303,716	344,374	100,518	105,524	57,370	240,445	36,018
Delaware	541.9	.2323	33.5	12.9	15.4	16.2	31.4	193.6	2,752,672	677,367	233,432	429,251	105,014	382,684	71,201
Chester	43.5	.0186	30.2	14.1	14.8	13.4	29.5	15.6	93,949	26,618	9,608	1,085	2,870	20,401	1,916
Haverford Township	51.8	.0222	34.7	12.3	14.7	16.2	33.4	17.5	126,342	38,353	11,431	2,778	2,667	5,089	3,156
Upper Darby Township	81.4	.0349	[illegible]	[illegible]	16.9	14.5	34.9	32.4	354,942	112,126	33,456	22,070	6,762	33,426	16,414
Montgomery	648.0	.2777	34.1	11.5	15.9	18.3	30.4	232.8	3,645,582	808,000	334,875	430,507	178,875	594,259	85,836
Abington Township	58.4	.0250	37.6	10.7	14.0	17.0	35.9	21.0	313,886	77,317	21,122	78,063	17,087	55,893	4,515
Lower Merion Township	59.0	.0253	38.8	12.0	12.6	18.1	36.7	22.1	492,270	95,460	65,037	41,019	44,122	88,116	16,115
• Norristown	35.1	.0150	31.7	13.5	18.0	15.6	28.5	12.9	166,369	39,335	12,300	22,013	7,353	11,774	7,922
Philadelphia	1,608.2	.6893	32.9	13.0	15.9	15.7	30.9	604.6	5,418,619	1,418,795	683,521	441,156	270,096	594,081	197,211
• Philadelphia	1,608.2	.6893	32.9	13.0	15.9	15.7	30.9	604.6	5,418,619	1,418,795	683,521	441,156	270,096	594,081	197,211

Philadelphia. Now What?

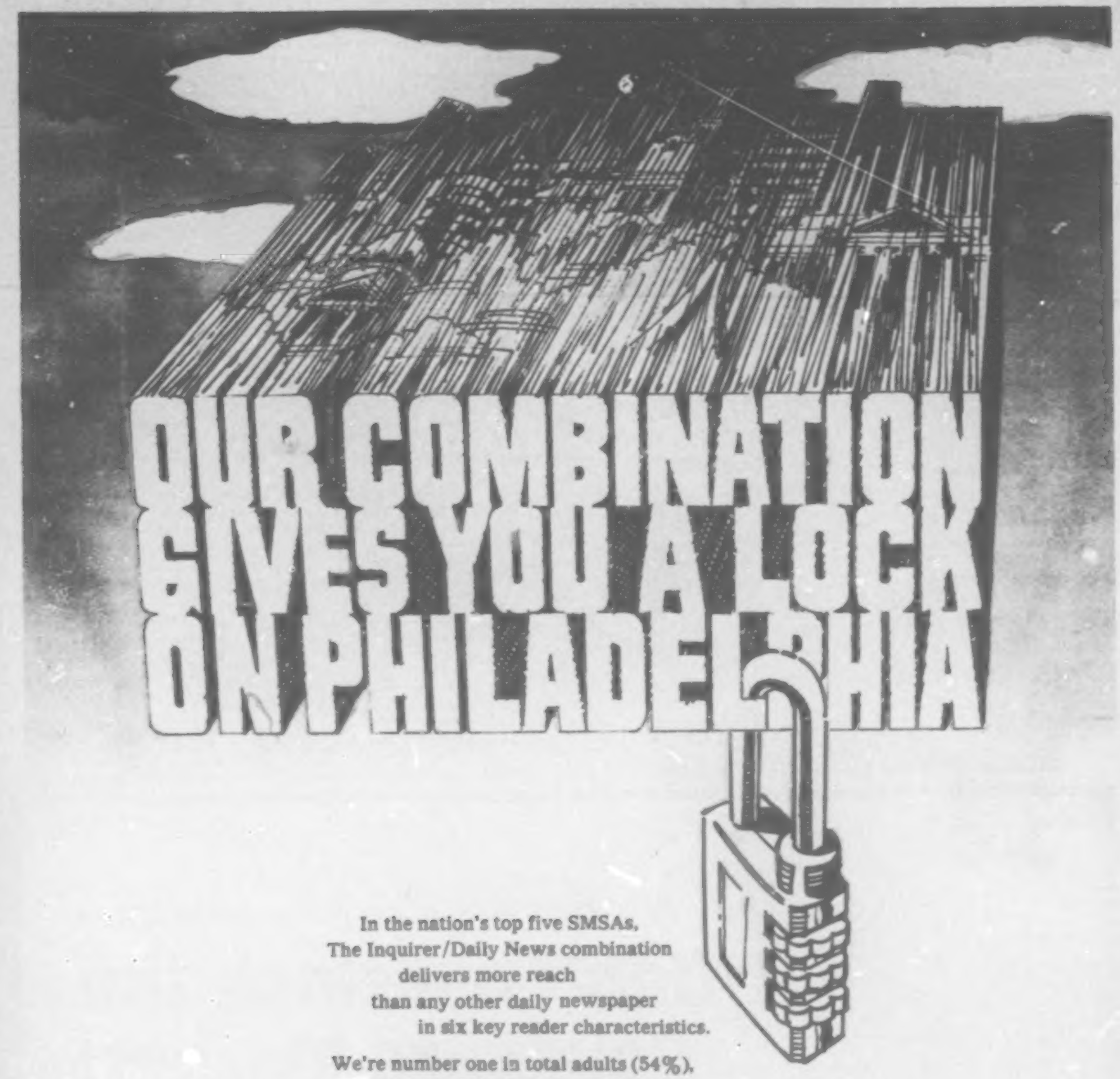
SPAN

Now that the Bulletin is gone, you have an even better alternative to reach your market... SPAN...the Suburban Philadelphia Area Newspapers network. It's the upscale, #2 buy that effectively covers the best of the market - the suburbs.

272,840 circulation. 11 newspapers. One order/one bill. Ask for SPAN's new market kit showing the new way to buy the Philadelphia ADI...without the Bulletin.

In Philadelphia: Tom Phillips (215) 527-5011;
in New York: Roger Power (212) 867-1112.

Nationally marketed by
LANDON



In the nation's top five SMSAs,
The Inquirer/Daily News combination
delivers more reach
than any other daily newspaper
in six key reader characteristics.

We're number one in total adults (54%),
males (58.3%), females (50.3%),
college graduates (61.1%), professionals
and managers (58.2%)
and persons age 25 to 49 (51.6%).

Five issues of The Inquirer/Daily News
combination reach an astounding
74% of all market adults.

The Philadelphia Inquirer
and Daily News. We could be
just the key you need.

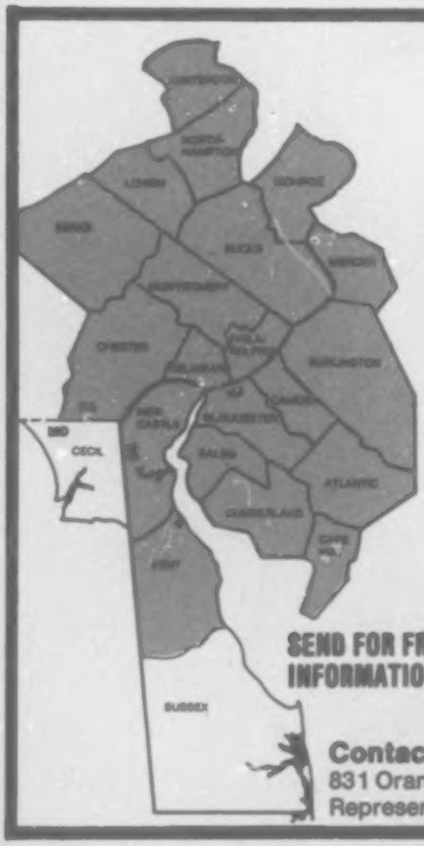
THE PHILADELPHIA **Inquirer** AND PHILADELPHIA DAILY **NEWS**

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

SOURCE: 1982 National Study of Local Newspaper Ratings,
Simmons Market Research Bureau, Inc.

PA. (cont.)
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Burlington, N. J.	*376.6*	*.1614*	*30.1*	*13.2*	*17.2*	*19.3*	*22.2*	*123.3*	*1,655,134*	*363,942*	*161,277*	*248,224*	*45,476*	*349,349*	*25,697*
Camden, N. J	*477.7*	*.2048*	*31.4*	*11.7*	*16.6*	*17.4*	*26.7*	*169.7*	*2,240,242*	*567,077*	*220,781*	*225,731*	*128,211*	*304,259*	*56,111*
• Camden	*81.9*	*.0351*	*26.2*	*12.7*	*14.4*	*14.0*	*23.4*	*28.0*	*147,565*	*35,974*	*16,487*	*2,883*	*10,719*	*20,683*	*8,318*
Cherry Hill Township	*70.8*	*.0303*	*35.2*	*9.7*	*12.9*	*23.1*	*27.2*	*23.2*	*626,853*	*147,452*	*64,112*	*85,609*	*47,024*	*120,073*	*7,694*
Gloucester Township	*46.5*	*.0199*	*29.1*	*12.1*	*21.4*	*18.1*	*19.2*	*16.0*	*78,627*	*23,214*	*7,116*	*12,188*	*1,353*	*5,464*	*1,945*
Gloucester, N. J.	*208.7*	*.0894*	*30.1*	*12.7*	*17.2*	*17.8*	*23.7*	*70.3*	*1,045,528*	*215,164*	*75,516*	*162,888*	*28,482*	*165,163*	*16,379*
SUBURBAN TOTAL	2,960.7	1.2691	32.1	12.2	16.4	18.3	26.9	1,028.4	15,000,857	3,529,042	1,329,130	1,934,279	630,080	2,505,151	327,308
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,659.7***	***2.4259***	***32.1***	***12.6***	***16.3***	***17.4***	***27.9***	***2,017.2***	***25,421,277***	***4,226,560***	[illegible]	***3,828,961***	***1,145,532***	***3,739,909***	***679,141***
PITTSBURGH	**2,181.9**	**.9354**	**34.3**	**11.9**	**15.7**	**16.5**	**32.4**	**826.8**	**10,211,133**	**2,347,493**	**964,371**	**1,534,960**	**453,818**	**1,836,359**	**262,127**
Allegheny	1,407.4	.6033	34.5	12.4	16.0	16.3	32.8	544.7	6,948,475	1,568,139	718,229	1,065,104	309,006	1,219,784	196,267
• McKeesport	30.3	.0130	37.4	11.2	14.3	13.4	38.8	12.5	181,058	49,452	15,263	11,346	10,704	33,668	5,446
Penn Hills Township	56.6	.0243	33.1	11.5	16.5	17.8	29.1	19.9	272,979	108,094	16,964	23,423	6,309	59,328	8,675
• Pittsburgh	407.1	.1745	33.8	15.5	16.3	13.7	34.3	165.6	1,849,425	349,370	242,645	267,613	90,740	255,072	59,847
Fayette	160.6	.0689	33.8	10.7	14.9	15.5	32.7	58.3	719,945	189,022	47,092	128,982	25,435	120,539	15,899
Washington	218.4	.0936	34.3	11.5	15.1	16.9	32.0	79.4	914,001	226,779	58,865	103,232	38,657	180,307	15,227
Westmoreland	395.5	.1696	33.9	10.8	15.7	17.5	30.8	144.4	1,628,712	363,553	140,185	237,642	80,720	315,729	34,734
Hempfield Township	43.8	.0188	32.0	10.3	18.1	18.7	25.8	15.1	227,924	13,604	12,931	121,526	2,898	51,066	733
SUBURBAN TOTAL	1,744.5	.7479	34.4	11.0	15.8	17.2	31.8	648.7	8,180,650	1,948,671	706,463	1,256,001	352,374	1,547,619	196,834
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,385.0***	***1.0224***	***34.3***	***11.9***	***15.6***	***16.6***	***32.3***	***900.2***	***11,209,914***	***2,566,082***	***1,026,992***	***1,665,946***	***482,706***	***1,968,434***	***283,165***
READING	**317.5**	**.1360**	**34.4**	**11.4**	**15.5**	**17.4**	**31.8**	**119.1**	**1,412,682**	**324,479**	**126,399**	**205,659**	**52,244**	**228,235**	**23,858**
Berks	317.5	.1360	34.4	11.4	15.5	17.4	31.8	119.1	1,412,682	324,479	126,399	205,659	52,244	228,235	23,858
• Reading	77.5	.0332	34.6	12.7	14.4	14.1	35.3	32.2	299,725	45,910	23,390	23,459	13,287	46,399	5,062
SUBURBAN TOTAL	240.0	.1028	34.4	11.0	16.0	18.4	30.6	86.9	1,112,957	278,569	103,009	182,200	38,957	181,836	18,796
SCRANTON - WILKES-BARRE	**736.2**	**.3156**	**35.5**	**11.4**	**14.5**	**16.2**	**34.4**	**272.1**	**2,946,010**	**800,188**	**265,792**	**377,851**	**104,944**	**442,328**	**82,411**
Columbia	63.7	.0273	32.3	15.4	14.7	16.2	29.9	22.6	244,205	65,835	13,166	29,713	6,270	34,614	6,780
Lackawanna	225.8	.0968	36.2	11.5	14.1	15.6	35.7	83.5	835,984	222,130	68,839	119,671	28,728	132,396	24,340
• Scranton	85.4	.0366	37.5	12.6	13.6	13.8	38.6	33.4	411,578	82,070	26,764	78,177	20,278	82,920	10,917
Luzerne	343.1	.1471	36.9	10.6	14.2	16.1	36.0	128.4	1,338,239	369,233	128,062	168,172	57,444	197,086	37,757
• Hazleton	26.7	.0114	41.1	10.4	12.5	15.3	41.2	10.8	230,494	84,599	25,234	23,927	11,446	22,332	7,658
• Wilkes-Barre	50.3	.0216	37.5	13.4	13.5	14.1	38.2	20.0	178,054	65,560	17,118	17,518	10,505	4,412	5,185
Monroe	75.1	.0322	33.4	12.1	16.2	17.5	29.9	27.9	418,423	103,588	50,533	53,479	10,237	59,133	10,051
Wyoming	28.5	.0122	30.5	10.4	17.1	16.8	25.4	9.7	109,139	39,402	5,192	6,816	2,265	19,099	3,483
SUBURBAN TOTAL	573.8	.2460	34.9	11.1	14.9	16.8	33.0	207.9	2,125,884	567,959	196,676	258,229	62,715	332,664	58,651



Looking over the Philadelphia A.D.I.?

Don't overlook the Delaware Market!

If you've been relying solely on the Philadelphia newspapers to deliver the A.D.I., you've been missing Delaware, the second largest market in the A.D.I. And you're missing the Wilmington SMSA, with an average household E.B.I. of $26,991 — higher than the average in the A.D.I.* We deliver Delaware, and we do it more completely than any other advertising medium. In fact, we're your best bet for winning the greenest part of the A.D.I.

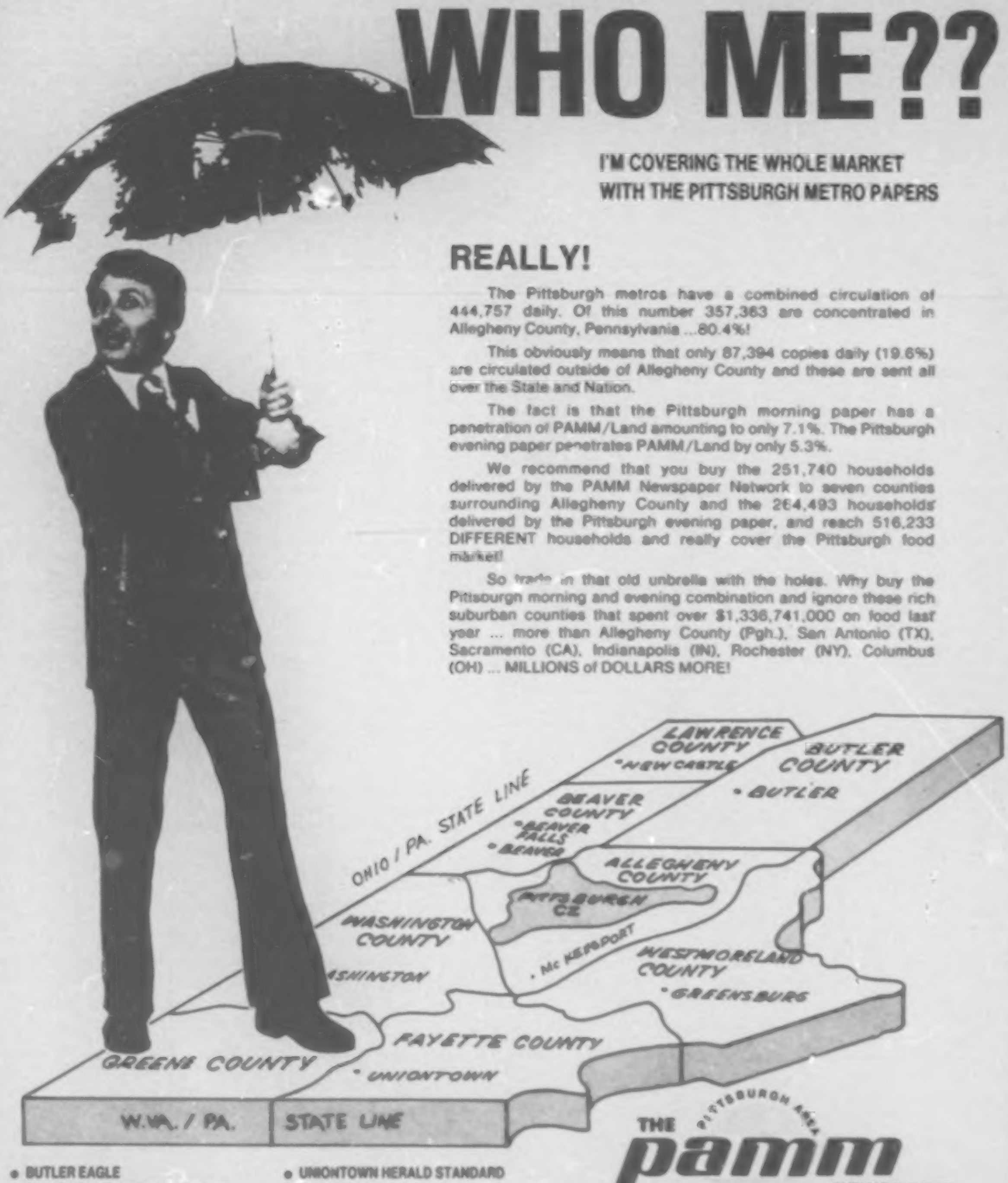
News-Journal papers

SEND FOR FREE MARKET INFORMATION TODAY.

*S&MM Survey of Buying Power, 1982

Contact Eugene Schwenk, National/Travel Advertising Manager
831 Orange Street, Box 1111, Wilmington, Delaware 19899. 302/573-2244
Represented nationally by Gannett Newspaper Advertising Sales.

WHO ME??


LAWRENCE COUNTY
• NEW CASTLE
BUTLER COUNTY
• BUTLER
OHIO / PA. STATE LINE
BEAVER COUNTY
• BEAVER FALLS
• BEAVER
ALLEGHENY COUNTY
PITTSBURGH CZ
WASHINGTON COUNTY
• McKEESPORT
WESTMORELAND COUNTY
• GREENSBURG
ASHINGTON
GREENE COUNTY
FAYETTE COUNTY
• UNIONTOWN
W.VA. / PA.
STATE LINE

**I'M COVERING THE WHOLE MARKET
WITH THE PITTSBURGH METRO PAPERS**

REALLY!

The Pittsburgh metros have a combined circulation of 444,757 daily. Of this number 357,363 are concentrated in Allegheny County, Pennsylvania ...80.4%!

This obviously means that only 87,394 copies daily (19.6%) are circulated outside of Allegheny County and these are sent all over the State and Nation.

The fact is that the Pittsburgh morning paper has a penetration of PAMM/Land amounting to only 7.1%. The Pittsburgh evening paper penetrates PAMM/Land by only 5.3%.

We recommend that you buy the 251,740 households delivered by the PAMM Newspaper Network to seven counties surrounding Allegheny County and the 264,493 households delivered by the Pittsburgh evening paper, and reach 516,233 DIFFERENT households and really cover the Pittsburgh food market!

So trade in that old unbrella with the holes. Why buy the Pittsburgh morning and evening combination and ignore these rich suburban counties that spent over $1,336,741,000 on food last year ... more than Allegheny County (Pgh.), San Antonio (TX), Sacramento (CA), Indianapolis (IN), Rochester (NY), Columbus (OH) ... MILLIONS of DOLLARS MORE!

- BUTLER EAGLE
- GREENSBURG TRIBUNE REVIEW
- WASHINGTON OBSERVER REPORTER
- BEAVER COUNTY TIMES
- UNIONTOWN HERALD STANDARD
- McKEESPORT DAILY NEWS
- NEW CASTLE NEWS

THE pamm NEWSPAPER NETWORK

PITTSBURGH AREA MAJOR MARKET

ABC **UNDUPLICATED CIRCULATION OF 251,740 DAILY**

NATIONALLY MARKETED BY.....

LANDON ASSOCIATES INC.

290 WEST PARK
ROCHESTER, PA. 15074
412-774-4411

New York ■ Boston ■ Chicago ■ San Francisco ■ Los Angeles ■ Detroit ■ Philadelphia
Pittsburgh ■ Kansas City ■ Albany ■ Cleveland ■ Syracuse ■ Charlotte ■ Raleigh
Memphis ■ Atlanta ■ Cincinnati ■ Buffalo ■ Harrisburg ■ Hartford ■ [illegible] ■ Seattle

PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SHARON	**128.4**	**.0550**	**33.1**	**12.8**	**14.6**	**16.4**	**30.9**	**46.1**	**559,877**	**141,179**	**45,873**	**71,857**	**18,735**	**138,512**	**12,388**
Mercer	128.4	.0550	33.1	12.8	14.6	16.4	30.9	46.1	559,877	141,179	45,873	71,857	18,735	138,512	12,388
• Sharon	18.3	.0078	34.6	11.8	14.8	14.5	34.9	7.2	107,458	21,370	8,839	10,070	4,781	30,649	4,734
SUBURBAN TOTAL	110.1	.0472	32.9	13.0	14.4	16.7	30.3	38.9	452,419	119,809	37,034	61,787	13,954	107,863	7,654
STATE COLLEGE	**115.2**	**.0493**	**25.0**	**29.7**	**16.7**	**14.5**	**18.6**	**38.3**	**491,041**	**145,468**	**45,375**	**55,472**	**20,587**	**75,947**	**11,918**
Centre	115.2	.0493	25.0	29.7	16.7	14.5	18.6	38.3	491,041	145,468	45,375	55,472	20,587	75,947	11,918
• State College	36.6	.0157	22.7	63.2	13.3	6.1	9.9	10.3	185,188	48,553	26,667	17,782	7,338	23,422	3,629
SUBURBAN TOTAL	78.6	.0336	30.1	14.1	18.3	18.4	22.6	28.0	305,853	96,915	18,708	37,690	13,249	52,525	8,289
WILLIAMSPORT	**119.9**	**.0514**	**32.3**	**12.2**	**15.7**	**16.7**	**29.1**	**43.6**	**496,321**	**143,216**	**35,875**	**50,125**	**21,300**	**110,397**	**13,072**
Lycoming	119.9	.0514	32.3	12.2	15.7	16.7	29.1	43.6	496,321	143,216	35,875	50,125	21,300	110,397	13,072
• Williamsport	32.7	.0140	31.0	16.4	14.9	13.8	30.2	12.6	218,655	66,485	17,140	34,999	12,128	30,247	5,002
SUBURBAN TOTAL	87.2	.0374	32.8	10.7	16.0	17.7	28.7	31.0	277,666	76,731	18,735	15,126	9,172	80,150	8,070
YORK	**395.5**	**.1695**	**32.1**	**11.8**	**16.8**	**18.1**	**27.0**	**143.7**	**1,568,974**	**420,875**	**136,3[illegible]4**	**188,30[illegible]**	**76,934**	**238,755**	**32,253**
Adams	71.5	.0306	30.8	13.6	16.1	17.0	26.3	24.6	226,658	64,619	27,[illegible]9	10,239	12,044	34,392	4,393
York	324.0	.1389	32.3	11.4	17.1	18.3	27.1	119.1	1,342,316	356,256	108,5[illegible]5	178,062	64,890	204,363	27,860
• York	43.7	.0187	31.9	13.6	16.7	13.8	31.0	17.9	141,085	26,833	15,412	11,795	7,716	22,341	5,857
SUBURBAN TOTAL	351.8	.1508	32.1	11.5	16.9	18.6	26.5	125.8	1,427,889	394,042	120,962	176,506	69,218	216,414	26,396
OTHER COUNTIES															
Armstrong	78.3	.0336	33.9	11.3	14.7	16.0	32.4	29.1	253,605	79,289	20,470	21,444	11,594	49,624	8,487
Bedford	47.9	.0206	32.8	10.7	14.6	17.7	29.1	16.9	213,467	38,886	28,015	10,893	5,457	25,879	3,486
Bradford	64.3	.0275	31.3	10.8	15.2	17.3	27.0	22.6	245,995	60,207	11,388	20,586	6,669	62,454	8,958
Butler	153.7	.0659	30.8	13.2	16.7	17.1	25.8	53.0	613,527	135,543	56,960	58,767	23,876	119,270	14,127
Cameron	6.4	.0028	34.7	10.0	14.7	16.6	32.9	2.6	20,922	8,723	1,390	1,653	311	2,139	636
Clarion	45.0	.0193	29.3	18.0	14.0	16.0	26.0	14.9	165,203	43,836	14,235	8,123	5,990	33,111	3,584
Clearfield	86.0	.0368	32.3	11.1	14.9	16.2	29.7	30.4	432,327	101,473	19,249	31,129	15,124	92,649	9,541
Clinton	39.5	.0170	31.9	14.8	14.2	16.4	29.2	14.0	169,335	38,199	7,558	5,771	5,033	45,018	3,520
Crawford	90.9	.0389	31.9	11.9	15.3	16.4	28.8	32.4	350,833	80,176	28,323	40,756	12,638	74,478	10,791
Elk	38.4	.0165	32.2	11.0	14.2	16.6	29.5	13.3	115,069	35,269	6,665	9,635	4,685	19,734	3,508
Forest	5.1	.0022	36.5	9.3	13.7	16.9	34.9	1.9	16,673	4,670	2,636	397	261	2,969	
Franklin	117.2	.0502	3[illegible].5	11.2	15.9	18.0	28.1	42.2	450,731	121,969	39,344	44,298	12,476	79,187	16,923
Fulton	13.4	.0057	31.7	10.6	15.3	18.2	26.7	4.8	30,023	6,993	2,880	859	625	10,045	897
Greene	41.6	.0179	32.0	11.2	15.9	15.0	30.2	14.8	118,893	42,911	5,611	8,367	2,885	25,721	2,167
Huntingdon	43.0	.0184	31.8	12.7	15.7	17.1	27.9	14.9	119,856	36,814	9,057	6,969	1,980	25,706	3,207
Indiana	95.5	.0409	28.7	19.0	15.3	14.6	25.8	31.8	336,351	84,082	28,085	42,766	11,406	81,413	5,600
Jefferson	49.7	.0214	33.1	11.3	14.6	16.1	31.0	18.2	181,858	42,008	12,731	11,676	5,327	37,350	5,954
Juniata	19.9	.0085	32.5	10.9	15.4	17.7	28.4	7.0	49,737	13,020	2,377	1,939	2,150	14,370	714
Lawrence	106.8	.0458	33.8	12.3	14.9	16.1	32.1	38.4	421,070	135,058	27,666	42,121	13,313	84,294	15,511
McKean	50.2	.0215	33.8	10.8	13.9	16.0	32.3	18.4	193,684	53,615	13,562	14,039	5,009	45,830	7,793
Mifflin	47.2	.0203	33.4	10.1	14.9	17.6	30.1	17.3	194,505	47,097	15,292	15,875	5,185	29,254	6,387
Montour	16.8	.0072	34.6	11.3	15.0	17.1	32.2	5.7	56,724	12,026	7,656	1,993	2,672	15,368	2,505
Northumberland	100.5	.0430	36.1	9.9	14.3	16.4	34.9	38.7	386,782	87,752	28,693	31,355	10,747	66,666	16,102
Pike	20.2	.0087	40.0	7.9	13.5	16.7	39.2	7.9	51,101	7,360	12,768	1,485	2,591	4,225	253
Potter	18.1	.0077	32.0	10.2	14.4	16.5	29.2	6.3	42,166	20,548	1,904	500	1,530	3,918	1,858
Schuylkill	160.4	.0688	37.8	9.7	13.8	15.7	37.2	61.3	492,622	123,782	32,621	69,907	17,375	81,683	17,876
Snyder	34.7	.0149	30.6	14.4	16.4	17.4	25.4	11.5	128,293	21,534	13,147	16,385	3,068	28,446	3,082
Sullivan	6.4	.0027	34.0	11.7	13.0	14.6	34.2	2.2	10,880	4,125	1,685	707	220	1,953	174
Susquehanna	38.8	.0166	32.6	10.1	15.0	17.6	28.8	13.5	102,849	30,725	9,643	1,310	3,003	19,462	2,201
Tioga	41.4	.0178	30.8	13.5	14.2	17.2	26.8	14.1	131,187	34,024	9,366	9,183	3,411	28,190	4,100
Union	33.9	.0145	30.2	17.8	16.4	17.4	24.6	10.6	123,624	39,316	13,929	7,845	3,995	18,839	5,911
Venango	65.2	.0280	32.6	10.9	16.2	17.0	29.2	23.5	227,371	66,089	16,396	23,099	7,078	44,537	6,098
Warren	47.5	.0203	33.6	10.3	15.0	17.5	30.4	17.1	508,330	30,248	11,935	11,916	3,844	31,965	4,251
Wayne	37.1	.0159	34.3	9.6	14.5	16.4	32.6	13.5	137,812	42,574	8,378	9,253	2,795	16,538	4,811
TOTAL METRO COUNTIES	**10,008.2**	**4.2898**	**33.2**	**12.4**	**15.8**	**16.9**	**30.2**	**3,672.2**	**44,531,735**	**10,895,830**	**4,163,937**	**5,693,254**	**1,988,459**	**7,155,222**	**1,168,853**
TOTAL STATE	**11,869.2**	**5.0876**	**33.1**	**12.3**	**15.7**	**16.8**	**30.2**	**4,337.0**	**51,625,140**	**12,625,771**	**4,685,552**	**6,276,255**	**2,202,782**	**8,477,707**	**1,369,866**

PA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN - BETHLEHEM	**6,448,926**	**24,576**	**22.8**	**34.9**	**18.3**	**7.8**	**.2885**
Carbon	423,186	18,997	30.8	34.3	10.0	2.4	.0188
Lehigh	2,936,438	25,565	21.9	34.5	19.6	8.7	.1368
• Allentown	1,010,579	21,107	25.4	32.2	15.1	5.4	.0494
Northampton	2,214,615	24,623	22.4	35.4	18.0	7.6	.0946
• Bethlehem	702,208	23,021	23.2	31.6	17.0	8.1	.0319
• Easton	194,170	17,358	28.0	30.5	9.4	3.6	.0098
Warren, N. J.	*874,687*	*25,909*	*21.6*	*35.4*	*20.3*	*9.0*	*.0383*
SUBURBAN TOTAL	4,541,969	26,055	21.7	36.6	19.9	8.6	.1974
ALTOONA	**1,066,473**	**19,155**	**29.8**	**34.5**	**10.0**	**3.1**	**.0641**
Blair	1,066,473	19,155	29.8	34.5	10.0	3.1	.0641
• Altoona	429,290	17,830	30.[illegible]	31.6	9.7	2.7	.0227
SUBURBAN TOTAL	637,183	20,085	29.6	36.7	10.2	3.4	.0414

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BEAVER COUNTY	**2,002,386**	**26,501**	**19.6**	**35.5**	**20.7**	**7.9**	**.0853**
Beaver	2,002,386	26,501	19.6	35.5	20.7	7.9	.0853
SUBURBAN TOTAL	2,002,386	26,501	19.6	35.5	20.7	7.9	.0853
ERIE	**2,498,050**	**22,464**	**25.0**	**35.9**	**15.0**	**5.7**	**.1149**
Erie	2,498,050	22,464	25.0	35.9	15.0	5.7	.1149
• Erie	982,755	19,734	26.7	33.6	12.0	3.8	.0443
Millcreek Township	484,955	26,653	22.5	38.2	19.7	9.3	.0261
SUBURBAN TOTAL	1,515,295	24,587	23.6	37.8	17.4	7.2	.0706
HARRISBURG - LEBANON - CARLISLE	**5,397,939**	**24,804**	**24.0**	**36.2**	**17.6**	**7.0**	**.2581**
Cumberland	1,895,375	25,585	22.5	37.4	19.5	8.2	.0901
• Carlisle	183,769	20,266	28.4	31.0	13.7	6.1	.0115
Dauphin	2,444,607	24,123	23.2	34.0	18.6	7.9	.1108
• Harrisburg	444,951	17,206	29.0	26.8	10.7	4.7	.0206

COVER THE CAMBRIA-SOMERSET COUNTY MARKET WITH

- **Population - 264,600**
- **EBI - $2,051 billion**
- **Retail sales - $1,059 billion**

(*S&MM 1983 SURVEY OF BUYING POWER)

The Tribune-Democrat

Daily and Sunday

Represented by
LANDON ASSOCIATES, Inc.
Member of Central Penn
Newspaper Network

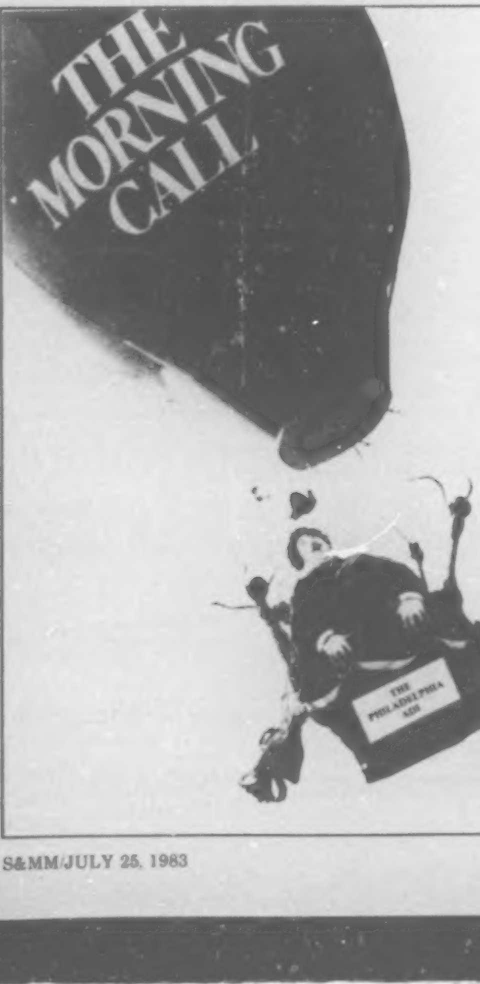
sau
STANDARD AD UNIT

newsplan

425 Locust Street, Johnstown, PA 15901 (814) 536-7048

PA. (cont.)
S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Lebanon	962,140	22,418	26.4	38.7	14.1	4.4	.0443
• Lebanon	217,141	17,911	30.6	31.6	9.6	3.2	.0110
Perry	295,807	20,745	30.0	39.1	10.8	2.4	.0129
SUBURBAN TOTAL	4,752,068	25,326	22.8	37.9	19.1	7.6	.2150
JOHNSTOWN	**2,050,904**	**19,457**	**28.9**	**34.4**	**10.5**	**3.6**	**.0989**
Cambria	1,421,671	19,708	28.1	34.6	11.0	3.6	.0704
• Johnstown	241,591	14,856	30.7	28.0	6.3	1.3	.0128
Somerset	629,233	18,946	30.4	34.1	9.3	3.6	.0285
SUBURBAN TOTAL	1,809,313	20,292	28.5	35.5	11.2	4.0	.0861
LANCASTER	**3,377,917**	**23,294**	**25.7**	**37.3**	**15.9**	**6.1**	**.1555**
Lancaster	3,377,917	23,294	25.7	37.3	15.9	6.1	.1555
• Lancaster	405,038	16,765	33.7	30.2	8.3	1.5	.0208
SUBURBAN TOTAL	2,972,879	24,595	24.1	38.7	17.3	7.0	.1347
PHILADELPHIA	**44,016,607**	**24,392**	**22.0**	**31.5**	**18.2**	**10.0**	**2.0272**



The Allentown-Bethlehem-Easton SMSA . . .

It Won't Fly without

THE MORNING CALL

Unless you want to drop $3.1 billion in total retail sales.

You can't cover the A-B-E SMSA without The Morning Call. Located just north of Philadelphia, the Allentown-Bethlehem-Easton market is the third richest in the state . . . a four-county gold mine which registers $3.1 billion in retail sales.

The Morning Call's domination of this metro area of 648,000 people is unquestioned. With 66% combined daily/Sunday coverage of all adults, no other newspaper can come close to the Call's reach power. And, with record circulation gains plus bonus penetration into five counties outside ABE's SMSA, advertising in The Morning Call will make your message soar. Take off with The Morning Call.

The Morning Call • Allentown, PA (215) 820-6834
Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

BUCKS/BURLINGTON
NEWSPAPERS

THE
2ND NEWSPAPER BUY
IN PHILADELPHIA . . .

. . . THE
NATION'S 4TH
LARGEST MARKET

BUCKS COUNTY, PA AND BURLINGTON COUNTY, NJ

THE INTELLIGENCER
BUCKS COUNTY
BUCKS COUNTY COURIER TIMES
PENNSYLVANIA
BURLINGTON COUNTY TIMES
BURLINGTON COUNTY
NEW JERSEY

General Advertising
8400 ROUTE 13
LEVITTOWN, PA
19057
(215) 752-6778

Represented Nationally By:
SAWYER ● FERGUSON ● WALKER

PA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bucks	5,178,612	29,125	18.1	35.2	23.7	12.2	.2346
Bensalem Township	545,923	25,516	22.4	37.2	19.8	6.9	.0286
Bristol Township	515,130	27,359	19.4	39.6	23.1	6.8	.0214
Chester	3,663,766	29,316	18.9	32.2	22.8	15.2	.1481
Delaware	5,645,203	26,291	21.3	32.9	20.0	11.4	.2516
Chester	296,712	15,819	27.8	25.7	10.8	2.5	.0131
Haverford Township	586,374	30,930	17.3	32.3	24.2	15.8	.0214
Upper Darby Township	828,952	23,077	25.3	34.3	16.3	7.6	.0358
Montgomery	7,909,167	29,646	18.3	33.2	21.8	16.5	.3371
Abington Township	757,379	30,599	17.6	33.5	21.5	18.7	.0310
Lower Merion Township	1,053,885	38,275	14.2	23.0	17.8	36.5	.0428
● Norristown	292,387	19,853	30.1	32.8	12.9	3.9	.0143
Philadelphia	13,112,582	18,272	25.8	28.3	12.4	5.2	.5878
● Philadelphia	13,112,582	18,272	25.8	28.3	12.4	5.2	.5878
Burlington, N. J.	*3,911,112*	*28,825*	*19.4*	*34.2*	*23.4*	*12.6*	*.1675*
Camden, N. J.	*4,616,255*	*24,367*	*22.5*	*31.2*	*18.5*	*10.0*	*.2085*
● Camden	*450,851*	*12,982*	*30.2*	*21.9*	*6.3*	*1.7*	*.0214*
Cherry Hill Township	*929,869*	*38,104*	*12.6*	*23.9*	*28.1*	*28.2*	*.0446*
Gloucester Township	*460,212*	*27,400*	*20.2*	*37.1*	*22.4*	*8.9*	*.0167*
Gloucester, N. J.	*1,979,910*	*27,022*	*20.6*	*35.2*	*21.7*	*8.9*	*.0920*
SUBURBAN TOTAL	32,160,707	28,361	19.4	33.6	22.1	13.2	1.4037
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***55,805,447***	***24,582***	***21.9***	***31.6***	***18.4***	***10.2***	***2.4640***
PITTSBURGH	**21,875,366**	**23,706**	**22.7**	**32.8**	**17.3**	**8.4**	**.9496**
Allegheny	15,000,200	24,493	21.9	32.0	18.2	9.8	.6558
● McKeesport	270,097	18,214	25.6	27.6	13.7	4.6	.0138
Penn Hills Township	586,583	28,106	18.3	38.9	23.1	9.6	.0258
● Pittsburgh	3,781,050	18,616	25.8	28.3	12.3	6.2	.1724
Fayette	1,173,374	18,100	26.9	32.1	10.1	2.9	.0605
Washington	1,999,709	23,183	23.9	34.1	16.8	6.6	.0898
Westmoreland	3,699,963	23,698	23.4	36.0	16.9	6.4	.1635
Hempfield Township	426,504	26,695	20.1	40.0	20.9	7.4	.0198
SUBURBAN TOTAL	17,824,099	25,047	21.8	34.3	18.6	9.8	.7834

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***23,877,632***	***23,933***	***22.5***	***33.1***	***17.6***	***8.3***	***1.0549***
READING	**2,964,262**	**22,748**	**24.6**	**35.9**	**15.5**	**5.7**	**.1340**
Berks	2,964,262	22,748	24.6	35.9	15.5	5.7	.1340
● Reading	612,280	16,274	29.0	29.1	8.7	2.3	.0289
SUBURBAN TOTAL	2,351,982	25,129	23.1	38.3	18.1	6.9	.1051
SCRANTON - WILKES-BARRE	**6,001,449**	**19,429**	**30.2**	**33.3**	**11.2**	**3.8**	**.2819**
Columbia	496,129	19,476	31.7	34.1	10.8	3.3	.0237
Lackawanna	1,825,739	19,087	29.9	32.3	11.3	3.8	.0841
● Scranton	642,417	16,983	30.7	29.5	9.5	2.6	.0338
Luzerne	2,818,729	19,325	30.4	33.1	11.2	3.8	.1309
● Hazleton	232,006	18,265	31.9	30.7	10.5	3.9	.0139
● Wilkes-Barre	390,859	16,415	30.7	28.4	8.8	2.8	.0182
Monroe	659,372	21,089	29.1	35.5	12.8	4.8	.0331
Wyoming	201,460	18,830	32.8	34.9	8.5	2.6	.0101
SUBURBAN TOTAL	4,716,167	20,161	30.0	34.6	11.8	4.1	.2160
SHARON	**1,123,701**	**22,527**	**24.6**	**36.5**	**14.9**	**5.1**	**.0522**
Mercer	1,123,701	22,527	24.6	36.5	14.9	5.1	.0522
● Sharon	157,592	19,503	25.7	31.7	13.8	3.4	.0081
SUBURBAN TOTAL	966,109	22,998	24.4	37.5	15.1	5.4	.0441
STATE COLLEGE	**909,401**	**19,785**	**28.1**	**31.6**	**12.3**	**5.5**	**.0442**
Centre	909,401	19,785	28.1	31.6	12.3	5.5	.0442
● State College	232,819	13,494	30.1	17.7	9.3	6.4	.0136
SUBURBAN TOTAL	676,582	21,802	27.3	36.6	13.5	5.2	.0306
WILLIAMSPORT	**985,969**	**20,151**	**29.2**	**34.5**	**11.9**	**3.9**	**.0465**
Lycoming	985,969	20,151	29.2	34.5	11.9	3.9	.0465
● Williamsport	258,452	16,901	31.0	28.8	8.8	3.7	.0147
SUBURBAN TOTAL	727,517	21,448	28.4	37.0	13.2	3.9	.0318
YORK	**3,677,863**	**23,801**	**23.8**	**38.0**	**16.3**	**5.9**	**.1613**
Adams	590,657	21,933	26.9	38.6	13.0	4.6	.0258
York	3,087,206	24,238	23.1	38.1	17.0	6.1	.1355
● York	344,943	16,375	29.1	29.5	8.4	2.4	.0156
SUBURBAN TOTAL	3,332,920	24,783	23.0	39.4	17.4	6.3	.1457

N.E. PENNSYLVANIA
SMSA RANKS 62nd IN
THE NATION

Susquehanna
Wayne
Wyoming
LACKA WANNA
SCRANTON
Luzerne
Pike
Monroe

Third Largest Market in Pennsylvania

THE SCRANTON TRIBUNE · THE SCRANTONIAN
DAILY SUNDAY

85% COVERAGE

COMBINED DAILY
AND SUNDAY OF
LACKAWANNA CTY.

Nationally marketed by
LANDON

Source/S&MM Survey of Buying Power 1983

STATISTICS
Population 225,800
Household 83,500
Retail Sales $836,000,000
Food Sales $222,130,000
EBI $1,825,759,000

Coverage Beyond Compare!

The Pittsburgh Press and the Post-Gazette absolutely dominate America's 12th market.

The am/pm combination packs a powerful punch in the four-county metropolitan area, where 843,000 adults read the daily Press and/or Post-Gazette.

The Sunday Press, with 1,200,000 adult MSA readers, has outstanding (70%) metro penetration, including 76% of the 655,000 adults in $25,000 + households.

It also delivers valuable coverage of a fifteen county tri-state area which includes Western Pennsylvania and parts of Ohio and West Virginia.

Call Bill McCormick (412/263-1336) for details of our reach and readership as researched by Belden's 1983 CMS. Or contact Story & Kelly-Smith, Inc.

The Pittsburgh Press
A Scripps-Howard Newspaper

Pittsburgh Post-Gazette

Represented nationally By Story & Kelly-Smith, Inc.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Armstrong	634,737	20,065	27.2	35.1	11.9	3.2	.0282
Bedford	341,691	17,827	31.8	31.8	8.5	3.2	.0178
Bradford	480,048	19,299	29.4	34.4	10.5	3.1	.0233
Butler	1,326,977	23,291	23.9	38.3	15.5	5.3	.0605
Cameron	52,219	18,310	31.9	31.6	10.8	1.8	.0023
Clarion	341,158	20,132	27.4	33.0	13.4	4.0	.0163
Clearfield	674,046	19,836	28.8	34.3	11.4	3.9	.0346
Clinton	270,669	17,495	33.6	33.1	6.3	2.0	.0142
Crawford	716,055	19,525	29.9	34.0	11.1	3.5	.0339
Elk	326,717	22,267	26.2	37.3	13.9	5.3	.0140
Forest	37,559	17,625	33.5	31.7	8.8	1.9	.0017
Franklin	1,023,973	22,242	27.4	37.1	15.2	4.2	.0459
Fulton	92,827	17,662	31.9	33.1	7.2	1.9	.0042
Greene	295,634	18,056	28.4	33.1	9.5	2.3	.0136
Huntingdon	293,376	17,384	32.1	32.3	7.9	2.0	.0136
Indiana	721,286	20,040	28.0	34.4	11.9	3.8	.0340
Jefferson	415,299	20,294	27.8	34.2	11.8	4.8	.0188
Juniata	141,067	17,775	34.2	32.4	8.2	2.1	.0064
Lawrence	923,900	21,969	24.3	35.0	14.9	5.2	.0420
McKean	416,573	20,238	28.1	33.7	12.5	4.5	.0192
Mifflin	357,643	18,558	28.5	33.1	10.4	2.6	.0175
Montour	146,844	22,231	28.0	35.0	15.5	6.0	.0064
Northumberland	715,218	16,382	33.7	30.4	6.7	1.7	.0356
Pike	173,833	19,064	31.4	31.6	10.9	4.8	.0071
Potter	127,021	18,178	29.8	33.5	8.7	2.7	.0056
Schuylkill	1,194,635	17,176	33.7	31.5	7.4	2.3	.0548
Snyder	246,930	19,141	33.1	36.4	8.1	2.5	.0122
Sullivan	44,193	17,303	35.2	29.7	8.4	2.9	.0018
Susquehanna	283,538	18,820	31.0	33.5	9.9	3.1	.0126
Tioga	294,308	18,458	30.2	33.0	9.4	3.1	.0139
Union	264,768	21,450	28.7	36.4	13.2	4.7	.0124
Venango	590,048	23,111	23.5	37.0	15.1	5.9	.0254
Warren	382,794	20,311	29.5	36.0	11.4	3.5	.0267
Wayne	254,792	16,111	35.8	28.7	6.2	2.6	.0128
TOTAL METRO COUNTIES	**95,215,119**	**23,093**	**23.8**	**33.3**	**16.4**	**7.8**	**4.2659**
TOTAL STATE	**109,817,495**	**22,483**	**24.6**	**33.5**	**15.6**	**7.1**	**4.9552**

RHODE ISLAND

R.I.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVIDENCE - PAWTUCKET - WOONSOCKET	**874.9**	**.3750**	**32.9**	**13.3**	**16.0**	**16.0**	**30.6**	**323.2**	**3,745,377**	**922,662**	**362,413**	**464,277**	**136,343**	**429,147**	**111,463**
Bristol	47.4	.0203	33.8	13.1	14.2	17.4	30.8	16.2	139,566	42,572	14,558	2,064	5,018	23,816	5,938
Kent	157.9	.0677	32.7	11.4	16.6	17.5	28.7	57.6	891,176	192,985	81,336	243,737	17,964	92,255	19,790
Warwick	88.8	.0381	34.0	11.0	15.9	17.1	31.3	32.8	648,939	118,715	57,860	237,856	12,732	53,320	9,996
Providence	572.5	.2454	33.6	13.4	15.4	15.5	32.3	215.8	2,283,385	580,782	216,513	194,173	97,110	265,291	72,580
Cranston	72.7	.0312	37.3	11.2	15.2	16.0	36.5	27.1	236,690	57,373	29,236	13,320	15,933	19,129	12,780
East Providence	52.5	.0225	35.0	11.7	15.0	15.8	34.2	19.7	244,601	55,909	17,210	11,549	13,014	55,259	9,184
• Pawtucket	70.8	.0303	34.7	12.4	15.0	14.8	34.8	28.7	336,187	77,426	18,353	36,812	10,968	49,972	11,474
• Providence	155.8	.0668	31.4	17.6	16.1	13.2	31.1	61.4	662,830	118,752	65,633	61,144	36,243	77,979	18,473
• Woonsocket	46.3	.0198	32.9	11.6	15.4	14.3	32.4	17.9	179,641	48,315	17,121	12,928	8,237	22,442	6,943
Washington	97.1	.0416	29.6	16.0	18.0	16.4	23.9	33.6	431,250	106,323	50,006	24,303	16,251	47,785	13,155
SUBURBAN TOTAL	602.0	.2581	33.1	12.4	15.9	17.1	30.0	215.2	2,566,719	678,169	261,306	353,393	80,895	278,754	74,573
OTHER COUNTIES															
Newport	81.1	.0347	31.1	13.2	18.1	17.1	25.8	29.2	333,622	76,857	57,221	19,773	7,348	36,956	11,859
TOTAL METRO COUNTIES	**874.9**	**.3750**	**32.9**	**13.3**	**16.0**	**16.0**	**30.6**	**323.2**	**3,745,377**	**922,662**	**362,413**	**464,277**	**136,343**	**429,147**	**111,463**
TOT/L STATE	**956.0**	**.4097**	**32.8**	**13.3**	**16.1**	**16.1**	**30.2**	**352.4**	**4,078,999**	**999,519**	**419,634**	**484,050**	**143,691**	**466,103**	**123,222**

It takes 2 buys to dominate the Providence ADI

...PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with over 50% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 21.8% of the ADI households with 123,059 ADI circulation; plus a total circulation of 146,008.

PANN: 1 order - 1 buy - 1 bill

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/
WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/
WOONSOCKET CALL

Nationally marketed by
LANDON

pann
PROVIDENCE AREA NEWSPAPER NETWORK

PRM PJ-B

Rhode Island sales are concentrated in the PRM (Primary Retail Market).

And that's where the PJ-B (Providence Journal-Bulletin) is strong!

In the PRM, the daily Journal-Bulletin reaches 170,238 households for 69.9% coverage and the Sunday Journal reaches 164,113 households for 67.4% coverage.

And the PRM is where the action is: 71.8% of Rhode Island households, 77.1% of retail sales, 77.0% of automotive sales, 78.1% of furniture/furnishings/appliances sales, 87.8% of general merchandise sales, 76.5% of food at home sales, 71.5% of food away from home sales, 75.7% of drugstore sales.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have 60% coverage. Total circulation for the Journal-Bulletin is 218,740 households; for the Sunday Journal it's 236,798 households.

Write or call Bill Peckham, Genral Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, RI 02902/(401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Providence Journal-Bulletin

Member, Metropolitan Sunday Newspapers, Inc.

Source: Households - National Planning Data Corp., 4/82; Circulation - ABC 3/28/82; Sales figures - ©S&MM 1982 Survey of Buying Power.

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PROVIDENCE - PAWTUCKET - WOONSOCKET	**8,059,493**	**21,894**	**24.6**	**32.9**	**15.0**	**6.8**	**.3628**
Bristol	453,539	24,017	23.6	33.9	16.4	10.1	.0184
Kent	1,586,755	25,344	21.2	36.5	18.3	8.8	.0743
Warwick	914,782	25,776	20.6	37.0	18.7	8.9	.0464
Providence	5,118,821	20,409	25.7	31.2	13.7	6.0	.2294
Cranston	726,635	23,691	23.5	34.1	17.3	7.6	.0294
East Providence	489,638	22,788	25.3	35.5	15.4	5.9	.0225
• Pawtucket	613,590	18,952	27.4	32.0	11.4	3.9	.0294
• Providence	1,283,387	15,941	28.7	25.3	9.2	4.9	.0610
• Woonsocket	366,363	17,670	26.5	30.3	11.0	3.1	.0173
Washington	900,378	23,824	24.5	35.9	17.1	7.3	.0407
SUBURBAN TOTAL	5,796,153	24,321	22.9	35.3	17.5	8.1	.2551
OTHER COUNTIES							
Newport	792,368	23,299	24.5	33.4	17.3	7.3	.0342
TOTAL METRO COUNTIES	**8,059,493**	**21,894**	**24.6**	**32.9**	**15.0**	**6.8**	**.3628**
TOTAL STATE	**8,851,861**	**22,006**	**24.6**	**32.8**	**15.2**	**6.9**	**.3970**

SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANDERSON	**140.4**	**.0602**	**31.7**	**11.5**	**16.4**	**18.7**	**25.9**	**50.5**	**627,324**	**154,142**	**41,096**	**79,915**	**31,604**	**127,924**	**21,779**
Anderson	140.4	.0602	31.7	11.5	16.4	18.7	25.9	50.5	627,324	154,142	41,096	79,915	31,604	127,924	21,779
• Anderson	27.4	.0117	33.4	13.5	14.4	15.0	32.7	10.6	354,775	53,729	27,428	68,573	15,886	79,059	9,902
SUBURBAN TOTAL	113.0	.0485	31.4	11.0	16.8	19.6	24.3	39.9	272,549	100,413	13,668	11,342	15,718	48,865	11,877
CHARLESTON	**455.4**	**.1951**	**27.3**	**16.5**	**18.9**	**16.7**	**18.7**	**150.5**	**1,721,448**	**379,772**	**173,316**	**245,301**	**73,574**	**286,270**	**50,330**
Berkeley	106.5	.0456	26.1	14.0	19.5	17.8	14.8	33.8	175,995	73,540	10,627	8,747	5,730	18,724	6,702
Charleston	281.9	.1208	27.6	18.5	18.6	15.6	20.6	95.1	1,369,323	249,646	153,387	221,803	60,193	229,795	37,201
• Charleston	70.0	.0300	30.1	18.1	16.9	14.0	27.8	26.3	486,448	80,406	66,029	68,669	23,585	79,937	11,770
North Charleston	64.8	.0278	24.0	29.5	20.8	12.4	12.5	19.2	394,761	60,418	45,899	53,151	26,988	58,359	4,121

S.C. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Dorchester	67.0	.0287	27.9	11.9	18.9	19.6	17.1	21.6	176,130	56,586	9,302	14,751	7,651	37,751	6,427
SUBURBAN TOTAL	385.4	.1651	26.8	16.2	19.2	17.2	17.1	124.2	1,235,000	299,366	107,287	176,632	49,989	206,333	38,560
CHARLOTTE - GASTONIA - ROCK HILL	**1,004.2**	**.4304**	**31.0**	**12.4**	**17.8**	**18.6**	**24.2**	**366.1**	**4,547,276**	**1,040,367**	**385,952**	**581,737**	**212,485**	**954,323**	**193,524**
York	112.2	.0481	29.6	13.3	16.9	18.3	22.6	37.5	435,649	113,699	48,702	45,828	12,433	82,471	18,241
• Rock Hill	36.0	.0154	28.3	17.9	16.3	14.6	24.5	12.2	313,136	79,983	35,589	40,587	8,898	54,537	12,718
Cabarrus, N. C.	*86.8*	*.0381*	*33.0*	*11.1*	*15.8*	*18.8*	*28.1*	*32.4*	*374,645*	*74,364*	*26,002*	*38,576*	*26,594*	*88,474*	*17,817*
Gaston, N. C.	*164.9*	*.0706*	*31.3*	*11.5*	*16.8*	*18.4*	*25.4*	*59.0*	*677,306*	*180,481*	*47,434*	*98,096*	*25,200*	*152,038*	*30,348*
• Gastonia	*47.6*	*.0204*	*32.6*	*11.0*	*16.1*	*17.0*	*29.2*	*17.8*	*453,950*	*76,130*	*40,044*	*75,227*	*14,096*	*129,584*	*15,228*
Lincoln, N. C.	*45.2*	*.0194*	*31.5*	*11.0*	*17.1*	*19.5*	*24.5*	*15.1*	*131,739*	*41,794*	*9,335*	*10,882*	*6,357*	*22,750*	*5,204*
Mecklenburg, N. C.	*417.1*	*.1788*	*30.4*	*13.2*	*19.5*	*18.9*	*22.2*	*158.3*	*2,341,726*	*471,645*	*211,996*	*353,643*	*112,927*	*494,878*	*95,477*
• Charlotte	*338.9*	*.1453*	*30.3*	*13.1*	*20.0*	*18.1*	*22.6*	*131.9*	*1,803,375*	*327,272*	*182,154*	*268,151*	*107,281*	*397,468*	*87,377*
Rowan, N. C.	*101.2*	*.0433*	*33.8*	*11.8*	*15.4*	*17.5*	*30.7*	*37.9*	*341,154*	*97,121*	*25,743*	*22,292*	*14,464*	*56,846*	*14,423*
Union, N. C.	*74.8*	*.0321*	*29.6*	*12.3*	*16.9*	*19.1*	*21.9*	*24.9*	*245,057*	*61,263*	*16,740*	*12,420*	*14,510*	*56,866*	*12,014*
SUBURBAN TOTAL	581.7	.2493	31.5	11.9	16.5	19.3	24.8	204.2	1,976,815	556,982	128,165	197,772	82,210	372,734	78,201
COLUMBIA	**425.8**	**.1825**	**28.3**	**16.9**	**19.7**	**17.2**	**19.7**	**144.2**	**1,907,038**	**399,764**	**181,794**	**274,668**	**82,542**	**349,175**	**60,166**
Lexington	152.8	.0655	29.5	12.1	18.9	20.3	19.4	53.4	492,359	149,224	51,258	39,803	11,653	86,503	11,295
Richland	273.0	.1170	27.7	19.6	20.0	15.4	19.9	90.8	1,414,679	250,540	130,536	234,865	70,889	262,672	48,871
• Columbia	98.6	.0423	26.5	28.0	18.7	11.5	22.5	31.1	660,785	65,546	64,719	112,696	52,409	161,864	29,876
SUBURBAN TOTAL	327.2	.1402	28.8	13.6	19.8	18.9	18.9	113.1	1,244,253	334,218	117,075	161,972	30,133	187,311	30,290
FLORENCE	**115.0**	**.0493**	**29.1**	**12.1**	**17.6**	**17.6**	**22.0**	**38.4**	**525,038**	**109,138**	**33,165**	**74,044**	**22,956**	**90,104**	**14,178**
Florence	115.0	.0493	29.1	12.1	17.6	17.6	22.0	38.4	525,038	109,138	33,165	74,044	22,956	90,104	14,178
• Florence	31.0	.0133	30.2	11.7	18.0	15.9	25.4	11.0	312,469	59,337	21,828	47,350	14,311	56,901	10,376
SUBURBAN TOTAL	84.0	.0360	28.7	12.2	17.5	18.2	20.8	27.4	212,569	49,801	11,357	26,694	8,645	33,203	3,802
GREENVILLE - SPARTANBURG	**592.3**	**.2537**	**30.7**	**13.7**	**17.1**	**18.4**	**24.3**	**211.3**	**2,736,018**	**610,850**	**263,829**	**348,052**	**105,930**	**509,291**	**102,063**
Greenville	298.3	.1278	30.7	13.3	17.5	18.5	24.1	108.3	1,452,994	291,907	134,657	222,546	55,691	266,308	49,555
• Greenville	57.6	.0247	31.3	16.7	16.8	14.2	29.6	22.6	631,544	64,645	62,921	136,245	40,174	108,592	25,962
Pickens	84.1	.0360	28.4	19.4	16.2	17.3	22.0	28.3	302,054	89,094	33,621	12,704	12,614	58,888	14,925
Spartanburg	209.9	.0899	31.5	11.8	17.0	18.6	25.6	74.7	980,970	229,849	95,551	112,802	37,625	184,095	37,583
• Spartanburg	44.2	.0189	31.6	14.2	16.7	15.1	29.2	16.6	598,362	147,403	69,964	53,994	16,417	110,471	26,115
SUBURBAN TOTAL	490.5	.2101	30.6	13.3	17.1	19.2	23.2	172.1	1,506,112	398,802	130,944	157,813	49,339	290,228	49,986
OTHER COUNTIES															
Abbeville	22.9	.0098	31.1	12.9	15.2	16.3	27.9	8.0	45,473	19,719	2,427	2,671	1,580	6,848	2,970
☐ Aiken	109.0	.0468	30.7	11.7	16.2	18.0	25.0	39.0	379,955	104,544	24,793	41,033	10,392	64,435	16,875
Allendale	10.9	.0046	29.2	10.9	16.3	14.5	26.1	3.6	22,652	7,382	1,832	517	792	[illegible]	1,547
Bamberg	18.3	.0079	28.0	15.3	14.7	14.6	25.1	5.8	43,365	15,220	2,025	5,885	1,184	4,957	1,649
Barnwell	20.3	.0087	29.1	11.2	16.4	15.7	24.6	6.8	57,579	22,736	2,111	2,466	2,797	13,182	1,578
Beaufort	68.8	.0295	25.3	22.9	17.7	12.5	20.3	22.4	279,625	68,303	25,619	26,221	19,417	35,445	8,713
Calhoun	12.6	.0054	29.7	12.1	15.7	15.8	25.8	4.1	18,325	5,414	630	151	811	5,395	1,116
Cherokee	41.7	.0179	30.8	11.1	16.4	17.9	25.2	14.1	149,934	38,826	12,977	9,079	3,416	22,769	6,455
Chester	30.2	.0130	31.1	11.1	15.4	16.6	27.4	10.1	92,890	28,309	7,198	[illegible]	3,061	18,534	6,017
Chesterfield	39.1	.0167	30.1	11.1	16.5	17.0	24.9	13.6	124,169	42,543	6,065	9,910	4,762	21,955	7,905
Clarendon	27.9	.0120	28.7	12.5	15.5	15.0	25.2	9.0	85,486	26,657	5,977	6,355	1,153	12,012	3,195
Colleton	32.7	.0140	30.1	11.1	15.7	16.5	25.7	10.8	83,900	24,681	6,064	9,928	3,409	7,458	4,556
Darlington	64.5	.0276	29.1	11.5	17.1	16.8	23.1	21.3	185,338	48,023	16,568	13,673	4,607	28,209	10,237
Dillon	31.4	.0135	27.2	12.1	15.3	15.0	23.1	9.8	117,753	33,673	3,469	8,473	4,768	15,360	5,096
Edgefield	18.0	.0077	29.5	11.7	16.6	16.3	24.5	5.9	43,976	9,836	594	1,112	2,407	19,241	1,669
Fairfield	20.6	.0089	29.5	11.9	15.4	15.0	26.6	6.4	51,721	19,538	2,251	2,889	709	8,834	2,285
Georgetown	44.6	.0191	28.3	11.8	16.4	15.7	23.3	14.5	175,287	37,996	20,426	13,525	5,463	37,645	6,614
Greenwood	59.7	.0256	31.7	11.9	16.1	17.8	26.9	21.3	250,498	54,109	16,340	28,680	10,698	34,940	8,071
Hampton	18.6	.0080	29.4	10.8	15.9	15.5	25.7	6.4	73,955	24,760	2,140	7,820	3,680	10,233	2,697
Horry	110.3	.0473	29.7	13.3	17.2	17.4	23.5	39.5	667,992	114,964	99,513	88,799	27,339	117,088	23,460
Jasper	15.2	.0065	27.9	11.6	15.1	15.9	23.5	5.0	54,977	10,985	6,560	237	863	6,177	290
Kershaw	39.8	.0171	30.4	11.2	16.6	17.7	24.7	13.9	127,060	37,590	8,436	14,037	4,868	25,163	3,066

YOUR BEST SELLERS ARE SOUTH CAROLINA'S LEADERS

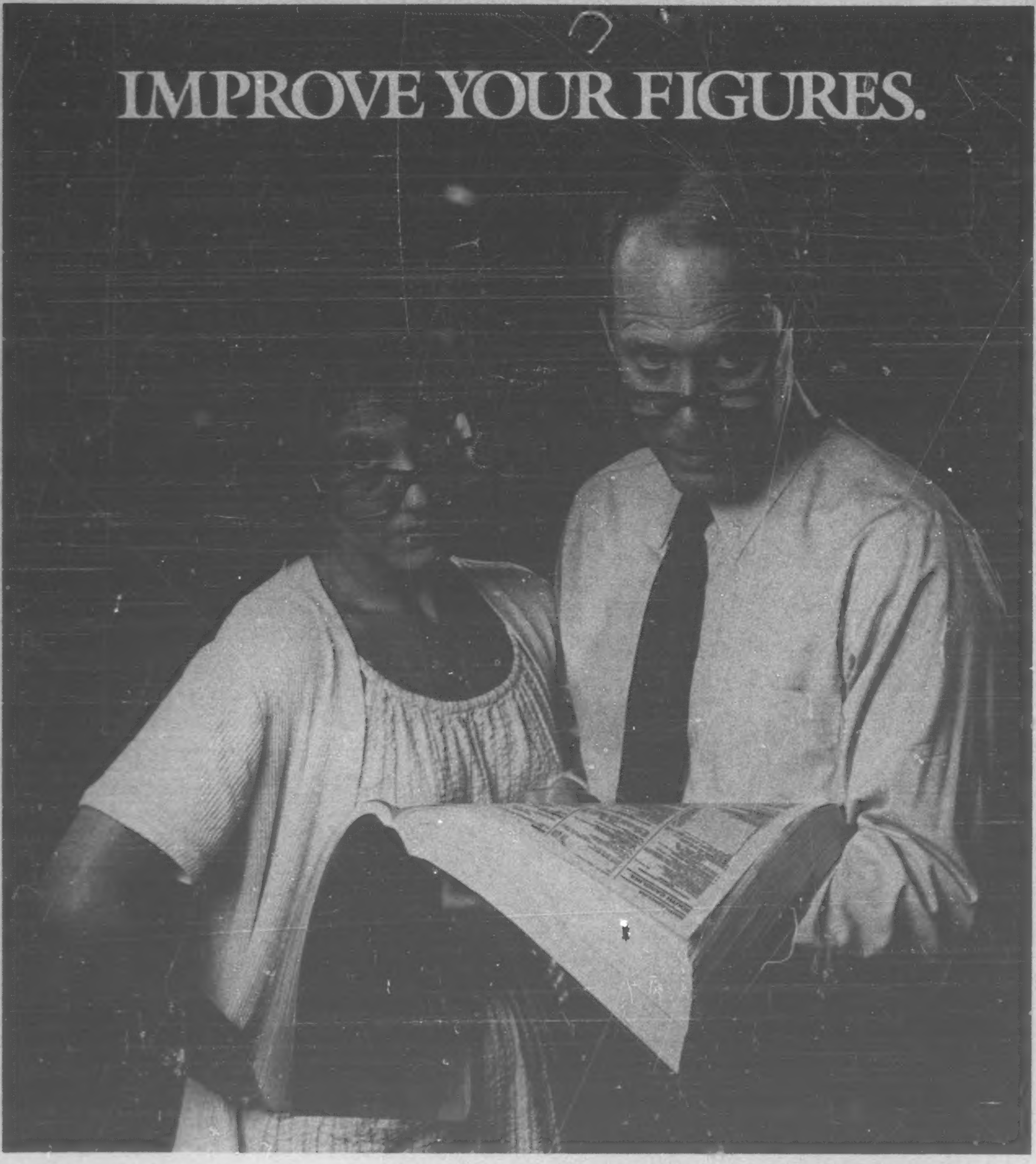
The Greenville News and Greenville Piedmont. We're South Carolina's #1 newspaper buy because we deliver the greatest reach, buying power and purchase influence of all media in the state's #1 market.

#1 Population #1 SMSA #1 Income #1 County
$1 Billion more buying power than any other South Carolina market.

The Greenville News
GREENVILLE PIEDMONT
Follow the leaders.

Multimedia Inc. Newspapers. Sources: SM&M 1982 Survey of Buying Power. Further reproduction prohibited. Contact your nearest Sawyer-Ferguson-Walker office or call Greenville, S.C. 803/298-4342.

IMPROVE YOUR FIGURES.



Start your South Carolina buy with the number one buy in South Carolina: The Columbia State & Record and The Myrtle Beach Sun News.

You'll reach more people (159,523), with more money to spend ($24,580/household EBI), at a better cost-per-thousand ($7.08 for an SAU-13 ad), than with any other newspaper buy in the state.

And we're not only number one, but in each case it's a long way to number two.

SOUTH CAROLINA'S FIRST FAMILY

The Columbia State & Record / The Myrtle Beach Sun News

Call Bill Duncan at 803-771-8373 or Story & Kelly-Smith, Inc. / Sources: ABC 3-31-83 and © S&MM 1983 Survey of Buying Power

HENDERSONVILLE
SPARTANBURG
GREENWOOD

CAROLINAS WEST NEWSPAPER NETWORK

1 Buy–1 Order–1 Bill

2nd biggest buy in the Greenville—Spartanburg—Ashville ADI

1. Greenville	18%
2. CAROLINAS WEST	**13%**
3. Ashville	11%
4. Anderson	8%
ADI Coverage:	50%

CAROLINAS WEST—Nationally Marketed by

LANDON

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lancaster	55.7	.0238	30.4	11.5	16.7	18.2	24.1	18.9	187,585	54,050	11,293	18,594	9,300	31,950	9,256
Laurens	52.6	.0226	31.7	12.1	16.0	17.7	27.0	17.4	148,009	43,151	10,160	18,276	3,630	29,838	6,060
Lee	19.1	.0082	27.3	13.1	15.2	14.9	23.4	5.9	31,815	11,247	3,329	2,342	897	5,472	432
McCormick	7.7	.0033	29.2	12.4	15.0	15.1	26.1	2.4	11,499	6,705	516	297	180	1,043	741
Marion	35.1	.0150	28.7	11.4	16.6	15.3	24.3	11.4	100,862	34,911	3,886	8,765	4,938	17,253	4,534
Marlboro	32.5	.0139	28.5	11.6	15.2	15.6	24.5	10.3	87,154	30,650	5,775	7,962	2,175	19,751	4,186
Newberry	31.4	.0135	33.3	12.2	14.6	16.6	31.0	11.3	114,413	26,848	5,553	9,660	5,126	30,745	5,298
Oconee	50.4	.0216	31.7	11.3	16.4	19.3	25.4	18.7	177,147	48,789	7,941	11,787	7,593	33,469	10,543
Orangeburg	85.1	.0365	28.4	14.5	15.5	15.5	24.2	27.5	296,426	61,855	22,171	29,210	9,334	54,558	11,070
Saluda	16.6	.0072	31.6	11.1	14.8	17.0	27.9	5.6	31,796	12,412	1,047	1,347	807	6,130	1,944
Sumter	89.9	.0386	26.9	15.0	17.0	16.8	19.5	28.6	364,544	77,225	23,577	36,581	15,942	80,965	10,929
Union	31.0	.0132	32.2	11.4	15.8	17.6	27.9	10.7	83,858	26,720	4,824	5,845	2,055	10,051	5,288
Williamsburg	39.0	.0168	27.4	11.7	15.7	14.4	23.7	11.9	91,248	24,135	3,648	5,737	4,141	23,742	3,333
TOTAL METRO COUNTIES	**1,950.1**	**.8357**	**29.2**	**14.7**	**17.9**	**17.7**	[illegible]	[illegible]	**6,332,470**	**1,871,909**	**766,715**	**1,108,841**	**339,431**	**1,509,670**	**283,632**
TOTAL STATE	**3,244.3**	**1.3907**	**29.3**	**13.9**	**17.4**	**17.2**	**22.9**	**1,104.3**	**12,810,781**	**3,021,871**	**1,119,657**	**1,523,194**	**513,533**	**2,208,708**	**466,434**

S.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,055,894**	**19,216**	**28.8**	**34.9**	**10.0**	**2.9**	**.0534**
Anderson	1,055,894	19,218	28.8	34.9	10.0	2.9	.0534
• Anderson	203,570	15,701	30.7	26.5	7.6	3.7	.0167
SUBURBAN TOTAL	852,324	20,093	28.4	37.1	10.6	2.6	.0367
CHARLESTON	**3,359,118**	**18,900**	**29.9**	**31.9**	**11.5**	**3.6**	**.1635**
Berkeley	723,729	19,772	30.8	35.5	11.3	2.5	.0307

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Charleston	2,148,492	18,096	30.3	29.5	11.2	4.1	.1110
• Charleston	564,518	16,510	28.3	25.4	10.0	5.8	.0323
North Charleston	464,574	15,531	37.5	26.5	6.8	1.3	.0270
Dorchester	486,897	20,992	27.2	36.4	13.2	3.2	.0218
SUBURBAN TOTAL	2,794,600	19,353	30.4	33.2	11.8	3.1	.1312
CHARLOTTE - GASTONIA - ROCK HILL	**8,589,043**	**20,933**	**28.2**	**34.9**	**12.9**	**4.9**	**.4076**

Church News Page A6

Spartanburg Herald-Journal

City Edition

PRICE 25 CENTS

Spartanburg, S.C. 29301 Saturday, April 9, 1983

Waccamaw Pottery Plans $10 Million Spartanburg Outlet

READ ALL ABOUT IT!

It takes Spartanburg to get the Greenville/Spartanburg, SC market

Greenville/Spartanburg market has more people spending more money than any other market in South Carolina! And it's getting bigger all the time:

Population	$ 585,000
Effective Buying Income	$4,441,581
Total Retail Sales	$2,428,500
Households	$ 210,950
EBI Per Household	$ 21,055
TRS Per Household	$ 11,512

The Spartanburg Herald-Journal

National Adv. Mgr.
Frank Smith (803) 5892-4511
Represented Nationally by
Landon Associates, 23 offices

SOURCES: S&MM SBP '82/SRDS

S.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
York	889,909	21,677	26.4	36.3	14.0	4.5	.0420
• Rock Hill	257,863	18,527	29.7	32.2	11.2	2.6	.0176
Cabarrus, N. C.	*695,192*	*19,741*	*29.6*	*36.1*	*10.3*	*2.8*	*.0338*
Gaston, N. C.	*1,253,372*	*19,426*	*30.9*	*36.0*	*9.3*	*2.8*	*.0614*
• Gastonia	*372,651*	*18,076*	*30.3*	*31.2*	*9.6*	*3.6*	*.0250*
Lincoln, N. C.	*340,885*	*19,681*	*31.9*	*36.4*	*10.1*	*2.3*	*.0152*
Mecklenburg, N. C.	*4,072,760*	*22,697*	*25.9*	*33.3*	*16.4*	*7.2*	*.1933*
• Charlotte	*3,294,729*	*21,736*	*27.1*	*32.7*	*15.1*	*6.9*	*.1541*
Rowan, N. C.	*799,540*	*19,198*	*31.4*	*35.9*	*8.8*	*2.7*	*.0363*
Union, N. C.	*537,385*	*19,641*	*30.0*	*36.6*	*8.7*	*3.5*	*.0256*
SUBURBAN TOTAL	4,663,800	20,841	28.6	36.8	11.9	3.8	.2109
COLUMBIA	**3,545,761**	**21,033**	**28.0**	**33.2**	**14.0**	**5.5**	**.1702**
Lexington	1,307,857	22,706	26.5	35.7	16.8	4.6	.0566
Richland	2,237,904	20,043	28.8	31.6	12.4	6.1	.1136
• Columbia	743,932	16,144	31.1	24.8	9.5	5.4	.0436
SUBURBAN TOTAL	2,801,829	22,331	27.1	35.4	15.3	5.5	.1266
FLORENCE	**766,281**	**17,243**	**30.3**	**29.3**	**9.1**	**3.5**	**.0418**
Florence	766,281	17,243	30.3	29.3	9.1	3.5	.0418
• Florence	232,252	17,796	29.8	28.4	10.2	5.1	.0165
SUBURBAN TOTAL	534,029	17,033	30.7	29.6	8.6	2.8	.0253
GREENVILLE - SPARTANBURG	**4,648,350**	**19,369**	**28.9**	**33.3**	**10.7**	**4.1**	**.2322**
Greenville	2,424,744	19,746	28.4	33.5	11.1	4.6	.1210
• Greenville	472,280	15,919	30.8	25.0	7.8	5.7	.0330
Pickens	619,439	19,277	30.1	34.3	10.3	3.2	.0297
Spartanburg	1,604,167	18,888	29.1	32.6	10.3	3.8	.0815
• Spartanburg	339,484	16,292	29.4	26.5	8.4	5.0	.0279
SUBURBAN TOTAL	3,836,586	20,107	28.4	35.2	11.3	3.9	.1713
OTHER COUNTIES							
Abbeville	147,513	16,873	31.4	31.5	6.9	1.4	.0067
☐ Aiken	881,542	20,437	26.9	33.1	13.6	4.4	.0400
Allendale	54,514	11,638	29.3	21.6	3.1	2.6	.0028
Bamberg	98,461	13,555	32.6	23.3	5.8	2.3	.0051
Barnwell	125,325	15,518	31.4	26.9	7.7	2.3	.0062
Beaufort	622,722	20,568	28.6	31.0	12.1	8.5	.0278
Calhoun	72,671	15,437	30.7	26.4	8.0	2.1	.0032
Cherokee	271,051	17,589	31.2	32.8	7.4	2.1	.0139
Chester	194,080	17,185	29.9	32.9	7.8	2.1	.0096
Chesterfield	226,354	14,397	34.5	25.1	4.9	1.7	.0119
Clarendon	136,633	12,842	33.3	22.4	3.7	1.6	.0080
Colleton	169,533	13,462	33.9	23.2	4.2	1.6	.0089
Darlington	400,920	16,214	29.4	27.6	9.4	2.6	.0198
Dillon	159,733	13,503	33.2	23.2	4.2	2.4	.0096
Edgefield	94,914	13,529	30.3	25.3	4.5	2.0	.0049
Fairfield	120,925	17,029	27.5	30.5	9.5	2.1	.0060
Georgetown	263,799	15,998	28.9	29.3	6.6	2.7	.0147
Greenwood	434,942	17,842	30.1	31.7	9.5	3.0	.0220
Hampton	102,369	12,758	29.1	23.3	3.8	2.9	.0060
Horry	864,704	18,436	31.9	30.5	9.7	5.1	.0476
Jasper	79,995	13,432	30.9	22.9	6.0	1.5	.0046
Kershaw	283,495	18,207	28.6	32.0	9.5	3.2	.0134
Lancaster	400,575	19,782	28.8	36.6	10.0	2.7	.0191
Laurens	351,624	18,394	30.1	34.9	8.1	2.2	.0167
Lee	97,113	14,118	32.6	24.7	5.0	1.6	.0048
McCormick	42,271	15,485	29.4	29.8	6.3	1.5	.0020
Marion	186,227	13,709	33.6	24.4	4.7	1.6	.0100
Marlboro	168,497	14,175	33.1	25.2	4.5	1.5	.0090
Newberry	222,061	17,693	28.7	33.0	7.8	2.7	.0110
Oconee	364,433	17,515	31.2	32.5	7.3	2.5	.0175
Orangeburg	480,685	14,237	30.0	24.9	6.7	2.4	.0264
Saluda	94,738	15,116	31.8	28.6	4.9	1.1	.0046
Sumter	546,710	15,932	32.7	27.9	7.9	2.3	.0303
Union	185,503	16,296	34.2	31.4	4.8	.7	.0092
Williamsburg	199,508	15,048	33.6	26.5	5.4	1.6	.0105
TOTAL METRO COUNTIES	**15,146,855**	**19,649**	**28.8**	**33.0**	**11.8**	**4.2**	**.7431**
TOTAL STATE	**23,411,453**	**18,301**	**29.6**	**31.4**	**10.1**	**3.7**	**1.1669**

SOUTH DAKOTA

S.D.
S&MM ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SIOUX FALLS	**114.3**	**.0489**	**29.4**	**14.6**	**18.2**	**15.9**	**24.0**	**43.4**	**836,643**	**130,563**	**74,863**	**118,978**	**31,678**	**130,167**	**44,680**
Minnehaha	114.3	.0489	29.4	14.6	18.2	15.9	24.0	43.4	836,643	130,563	74,863	118,978	31,678	130,167	44,680
• Sioux Falls	84.8	.0363	29.6	16.1	18.2	15.4	24.8	33.4	681,396	98,326	69,446	115,321	30,428	73,619	43,922
SUBURBAN TOTAL	29.5	.0126	28.9	10.4	18.0	17.3	21.7	10.0	155,247	32,237	5,417	3,657	1,250	56,548	758
OTHER COUNTIES															
Aurora	3.4	.0014	35.6	8.6	11.8	15.0	35.5	1.1	5,863	1,179	488	127	172	206	
Beadle	18.9	.0081	33.3	11.6	14.9	15.5	32.0	7.5	87,991	19,925	6,474	6,406	2,848	20,769	5,299
Bennett	3.1	.0013	27.8	10.4	14.8	15.0	24.4	1.0	11,428	2,302	1,026	60	156	4,332	124
Bon Homme	8.0	.0035	34.4	13.9	11.8	13.5	35.8	3.0	25,599	6,128	2,755	294	1,451	3,912	292
Brookings	25.2	.0108	24.9	28.3	15.1	12.2	22.4	8.5	115,862	30,471	12,329	3,767	3,709	15,571	6,018
Brown	37.0	.0158	29.9	15.3	15.8	15.1	26.8	13.8	243,414	50,805	29,383	33,464	12,683	45,376	9,538
Brule	5.1	.0022	33.0	8.9	14.1	15.3	31.8	1.9	42,230	4,724	3,985	600	465	6,699	1,648
Buffalo	1.8	.0008	21.3	12.5	12.4	14.9	16.0	.4	248	57	43				
Butte	8.6	.0037	31.9	10.3	15.8	15.3	29.8	3.3	40,303	11,720	2,846	2,541	322	6,064	912
Campbell	2.1	.0009	39.7	7.8	11.1	17.6	37.7	.8	3,889	1,616	568	52	30	726	
Charles Mix	9.7	.0041	32.0	9.3	12.5	15.5	30.7	3.3	25,349	8,392	2,519	1,131	492	3,453	880
Clark	4.9	.0021	38.4	8.0	12.6	15.0	38.3	1.9	11,522	1,795	1,918		215	3,373	1,590
Clay	13.7	.0059	24.2	33.7	15.1	11.4	19.5	4.7	38,911	11,397	5,750	1,274	1,089	4,913	2,321
Codington	21.6	.0093	30.7	13.1	15.5	14.9	28.5	8.0	139,915	24,772	13,391	16,850	6,996	27,643	4,744
Corson	5.2	.0022	24.7	12.9	12.9	15.5	21.1	1.5	7,389	1,389	623	414	93	79	516
Custer	6.5	.0028	31.9	9.7	17.7	17.6	26.9	2.4	23,620	6,024	5,443	109	69	4,083	603
Davison	18.2	.0078	31.1	14.3	14.9	14.1	30.0	7.2	131,456	35,989	12,446	13,848	3,053	18,943	1,775
Day	8.1	.0035	37.1	8.3	12.4	13.7	38.3	3.0	19,183	4,768	2,052	535	395	5,950	1,456
Deuel	5.3	.0022	35.6	9.2	12.1	15.4	35.2	1.9	7,014	1,213	1,485	266	97	1,530	431
Dewey	5.5	.0024	24.4	12.3	13.5	14.5	20.9	1.5	10,560	4,878	956	749	51	1,069	
Douglas	4.2	.0018	34.4	10.0	11.2	15.0	34.3	1.4	12,433	3,625	563	306	322	2,794	298
Edmunds	5.1	.0022	37.0	7.5	11.4	15.4	36.7	1.8	14,801	4,606	1,213	119	252	4,870	508
Fall River	8.8	.0037	35.3	8.8	14.7	14.7	35.6	3.3	40,207	10,112	5,133	1,262	1,779	6,428	977
Faulk	3.2	.0014	37.0	7.6	12.0	16.1	36.0	1.2	5,451	857	626	73	27	970	177
Grant	9.0	.0039	32.3	9.7	14.0	14.9	31.4	3.2	34,872	5,263	3,452	681	1,868	5,749	1,257
Gregory	5.9	.0025	35.6	9.3	12.9	14.5	36.0	2.1	22,706	7,016	1,481	1,265	453	3,457	859
Haakon	2.8	.0012	29.0	11.1	15.6	14.1	26.5	1.0	12,879	2,287	1,559	362	778	5,533	315
Hamlin	5.3	.0023	38.5	7.8	11.3	13.4	39.8	1.9	12,853	3,366	777		52	89	693
Hand	4.7	.0020	36.0	8.4	12.9	15.9	35.1	1.8	23,441	8,286	900	820	215	2,987	2,154

S.D. (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hanson	3.4	.0014	32.7	9.2	11.6	15.9	31.5	1.1	3,736	584	553	49	403	46	
Harding	1.7	.0008	31.2	11.2	15.8	15.4	28.5	.6	3,818	169	226	104	28	471	295
Hughes	15.0	.0064	30.0	10.2	18.9	17.6	23.0	5.7	85,052	27,675	8,810	2,104	3,503	12,670	1,315
Hutchinson	9.1	.0039	39.9	7.7	12.0	14.7	40.0	3.4	32,680	7,142	1,937	361	289	2,626	4,988
Hyde	2.0	.0009	36.6	8.5	11.1	16.1	35.6	.8	3,492	1,271	120		127	169	
Jackson	4.0	.0017	26.8	9.8	14.0	15.5	23.0	1.2	15,723	1,423	715	103	36	885	
Jerauld	2.9	.0012	37.4	7.7	12.8	15.2	37.4	1.1	5,284	1,694	416	226		226	135
Jones	1.5	.0007	34.2	8.4	13.9	16.8	32.1	.6	15,103	2,444	402	82	26	3,549	305
Kingsbury	6.5	.0027	39.8	8.6	11.8	14.7	39.9	2.6	16,453	4,906	1,570	954	854	2,465	586
Lake	10.6	.0046	32.1	15.7	13.6	12.8	33.2	4.0	46,727	11,088	4,990	2,762	790	12,914	1,023
Lawrence	18.6	.0080	29.6	16.7	16.0	13.9	27.4	7.2	87,206	28,321	14,341	2,716	1,901	11,141	1,903
Lincoln	14.9	.0063	31.8	9.7	15.7	15.7	29.2	5.0	29,728	6,736	4,294	397	934	3,481	2,162
Lyman	3.8	.0017	29.0	10.5	13.9	15.3	26.4	1.3	12,661	5,362	622			588	93
McCook	6.3	.0027	35.9	8.5	11.8	14.3	36.5	2.3	18,571	2,193	1,724	228	34	2,383	154
McPherson	3.8	.0016	42.3	7.7	10.8	15.6	41.8	1.5	8,330	2,610	485	83	202	677	578
Marshall	5.2	.0022	37.2	7.9	12.0	16.7	35.8	2.0	15,434	3,078	2,098	518	821	4,090	521
Meade	22.1	.0095	27.0	14.3	19.6	15.7	18.5	7.2	57,920	19,340	3,016	2,064	543	9,068	2,023
Mellette	2.2	.0010	27.1	11.6	13.5	15.0	24.4	.7	1,581	182	76	156	177		107
Miner	3.5	.0015	41.4	8.0	11.2	12.1	42.9	1.4	8,903	2,193	1,114	91	355	882	298
Moody	6.7	.0029	33.8	8.6	13.8	15.4	32.9	2.4	25,866	4,320	1,479	675	82	11,950	835
Pennington	73.6	.0316	27.5	16.7	18.4	16.0	20.2	27.3	547,221	112,082	71,578	62,279	33,376	93,426	13,848
Rapid City	48.0	.0206	28.2	17.4	18.0	15.9	21.9	18.5	514,629	105,839	66,414	61,858	33,224	93,035	6,201
Perkins	4.7	.0020	34.6	10.0	13.7	16.0	33.4	1.8	17,862	5,140	1,344	771	734	1,042	368
Potter	3.6	.0015	35.3	7.8	12.8	15.7	34.6	1.3	12,647	4,330	1,158	941	429	2,094	986
Roberts	10.9	.0047	33.3	8.7	12.3	14.7	33.2	3.8	28,536	4,793	3,224	3,174	469	2,681	816
Sanborn	3.1	.0013	37.2	9.7	12.6	14.9	37.0	1.2	3,526	972	400	99	48	93	
Shannon	12.3	.0053	20.2	13.7	14.7	12.6	13.4	2.5	7,319	3,279	587				
Spink	9.0	.0039	34.8	10.3	14.1	15.9	33.8	3.3	28,532	6,420	3,683	728	406	4,727	1,426
Stanley	2.5	.0010	28.7	11.3	17.3	17.0	22.1	.9	7,472	3,881	971			1,584	
Sully	2.0	.0009	31.9	9.9	13.6	18.9	27.0	.7	11,452	1,496	247		109	5,014	99
Todd	7.6	.0032	22.2	11.7	16.5	13.6	15.2	2.0	13,310	3,993	872	689	22		
Tripp	7.0	.0030	32.9	10.1	13.1	15.7	31.5	2.6	37,043	8,422	1,519	1,975	3,263	4,824	394
Turner	9.3	.0040	39.1	7.9	13.1	15.0	39.1	3.5	24,408	6,080	1,998	1,182	622	5,248	1,260
Union	11.5	.0050	31.5	10.1	16.1	14.4	29.9	4.2	20,313	3,334	2,773	237	926	1,490	354
Walworth	6.7	.0028	35.2	9.0	13.4	16.0	34.2	2.6	41,371	6,597	3,244	1,632	713	10,800	1,997
Yankton	19.2	.0083	31.0	14.1	15.9	15.5	28.2	6.9	108,073	25,404	9,341	10,710	4,000	10,252	3,784
Ziebach	2.3	.0009	22.7	11.9	12.4	15.2	18.4	.6	2,865	449	336	90			198
TOTAL METRO COUNTIES	**114.3**	**.0489**	**29.4**	**14.6**	**18.2**	**15.9**	**24.0**	**43.4**	**836,643**	**138,563**	**74,863**	**118,978**	**31,678**	**188,147**	**64,680**
TOTAL STATE	**704.3**	**.3016**	**30.2**	**13.5**	**15.6**	**15.1**	**27.4**	**255.1**	**3,414,250**	**734,928**	**349,310**	**384,033**	**128,032**	**341,391**	**132,916**

S.D.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
SIOUX FALLS	**1,222,478**	**25,106**	**23.2**	**33.2**	**19.3**	**9.0**	**.0608**
Minnehaha	1,222,478	25,106	23.2	33.2	19.3	9.0	.0608
• Sioux Falls	945,514	24,760	23.7	32.1	19.1	9.3	.0476
SUBURBAN TOTAL	276,964	26,157	21.6	36.7	19.9	7.9	.0132
OTHER COUNTIES							
Aurora	14,781	11,200	36.3	16.3	2.1	1.2	.0008
Beadle	166,211	19,194	26.0	30.1	13.4	4.6	.0078
Bennett	14,558	11,842	32.7	17.5	5.3	1.8	.0008
Bon Homme	49,304	13,653	30.9	25.0	4.4	1.8	.0026
Brookings	201,882	19,667	27.6	30.9	12.9	5.3	.0100
Brown	330,015	20,612	27.9	32.4	13.5	5.6	.0174
Brule	30,759	14,152	36.1	22.6	5.6	1.2	.0023
Buffalo	6,295	13,562	37.3	21.2	7.0	.5	.0004
Butte	64,467	16,784	31.1	30.2	6.9	3.6	.0033
Campbell	9,857	10,303	33.8	14.5	2.0	.9	.0005
Charles Mix	49,280	12,457	33.6	20.4	4.0	1.3	.0026
Clark	31,069	13,726	31.6	24.0	4.6	2.6	.0014
Clay	112,835	17,647	30.0	25.0	14.4	5.0	.0049
Codington	192,936	20,803	27.5	32.0	13.3	6.7	.0102
Corson	19,483	9,860	28.2	17.2	3.4	.7	.0010
Custer	54,084	20,662	28.2	35.8	12.6	3.5	.0025
Davison	148,403	17,588	29.5	31.2	9.4	3.0	.0085
Day	58,883	16,366	31.8	27.5	8.4	3.8	.0026
Deuel	33,467	14,542	30.8	24.8	7.2	2.4	.0014
Dewey	26,560	14,480	30.6	24.9	6.0	3.5	.0013
Douglas	19,541	11,962	35.4	17.5	3.4	1.0	.0012
Edmunds	25,608	11,615	33.0	19.5	3.6	1.1	.0015
Fall River	76,664	19,642	24.6	32.3	11.7	5.0	.0035
Faulk	18,269	12,591	32.5	19.7	5.3	1.9	.0010
Grant	70,010	19,344	29.2	32.3	11.8	4.1	.0032
Gregory	28,834	10,810	31.9	15.6	3.6	2.1	.0018

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Haakon	16,565	14,275	38.1	23.0	4.2	2.6	.0010
Hamlin	35,384	15,077	33.7	25.1	7.4	2.9	.0016
Hand	28,882	12,533	29.7	21.2	3.5	2.7	.0017
Hanson	18,319	14,053	33.4	25.0	4.6	2.7	.0008
Harding	9,657	14,050	36.9	22.0	5.3	1.3	.0006
Hughes	158,855	25,067	23.3	34.5	20.6	8.0	.0072
Hutchinson	55,269	13,142	32.5	22.4	4.5	2.6	.0029
Hyde	15,144	16,600	30.3	27.5	5.8	4.9	.0006
Jackson	18,838	12,723	34.0	22.5	1.8	2.7	.0013
Jerauld	15,444	11,729	37.6	16.2	2.5	1.4	.0007
Jones	10,584	15,667	33.8	28.4	5.3	2.5	.0008
Kingsbury	47,333	15,472	33.9	26.5	7.1	2.1	.0021
Lake	87,485	18,552	28.8	29.4	12.0	4.4	.0042
Lawrence	167,256	20,337	26.4	32.8	13.2	4.9	.0078
Lincoln	120,322	21,539	24.5	34.1	13.8	6.1	.0049
Lyman	23,239	14,553	32.4	23.6	5.8	3.4	.0013
McCook	43,436	15,836	31.1	28.1	7.9	2.8	.0020
McPherson	20,950	11,385	32.3	19.2	3.4	1.1	.0011
Marshall	37,190	14,642	32.8	24.3	6.3	4.0	.0017
Meade	166,228	19,337	32.2	34.1	9.8	3.9	.0073
Mellette	8,964	10,571	33.0	15.3	3.7	.3	.0004
Miner	20,363	11,280	30.2	17.5	4.3	2.6	.0011
Moody	47,230	16,458	33.6	26.8	8.8	3.6	.0023
Pennington	708,821	21,906	28.1	31.2	15.2	8.4	.0376
Rapid City	491,487	22,862	25.6	31.6	14.1	9.1	.0295
Perkins	32,490	14,714	31.3	25.5	6.7	3.5	.0016
Potter	21,582	14,511	32.8	26.0	4.6	1.8	.0011
Roberts	65,908	13,978	32.6	21.9	7.7	2.5	.0032
Sanborn	16,102	10,574	28.6	18.5	4.3	.8	.0008
Shannon	42,976	13,688	27.9	25.9	4.8	3.0	.0022
Spink	61,188	15,762	30.4	27.4	7.1	3.0	.0030

S.D. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Stanley	20,129	19,500	30.9	35.2	7.7	5.6	.0009
Sully	13,606	16,391	31.6	26.3	8.7	4.6	.0008
Todd	30,541	12,597	29.8	24.1	3.6	1.5	.0017
Tripp	45,138	13,733	32.5	22.2	6.7	3.5	.0026
Turner	58,605	14,037	32.3	24.9	5.1	2.1	.0028
Union	92,362	19,783	29.0	33.9	11.4	4.0	.0037

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Walworth	52,678	17,438	29.8	30.1	9.5	3.5	.0029
Yankton	163,619	20,066	30.3	33.0	11.8	5.3	.0085
Ziebach	8,390	11,500	37.4	13.0	5.3	1.3	.0003
TOTAL METRO COUNTIES	**1,222,478**	**25,106**	**23.2**	**33.2**	**19.3**	**9.0**	**.0608**
TOTAL STATE	**5,683,605**	**18,588**	**28.5**	**29.3**	**11.8**	**5.2**	**.2943**

TENNESSEE

TENN.
S&MM ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**437.4**	**.1873**	**31.4**	**12.2**	**17.0**	**18.2**	**25.7**	**158.7**	**1,859,795**	**459,542**	**146,007**	**303,248**	**71,204**	**257,002**	**55,561**
Hamilton	293.8	.1259	31.5	12.7	17.3	17.7	26.3	108.4	1,441,631	305,234	124,671	262,825	59,966	208,938	42,507
• Chattanooga	176.8	.0758	31.8	13.3	16.7	16.2	28.4	66.5	1,036,556	188,992	91,176	171,247	38,676	195,913	33,385
Marion	25.3	.0108	31.3	11.1	15.9	18.8	25.3	9.0	73,565	27,720	2,864	6,379	4,506	7,542	998
Sequatchie	9.2	.0039	30.4	11.0	16.5	18.7	23.7	3.2	16,827	8,743	546	1,093	405	1,513	998
Catoosa, Ga.	*39.1*	*.0167*	*30.6*	*10.9*	*17.6*	*20.5*	*21.7*	*13.6*	*146,050*	*43,714*	*9,019*	*29,165*	*2,232*	*13,272*	*6,979*
Dade, Ga.	*12.8*	*.0055*	*29.3*	*13.3*	*16.8*	*18.6*	*21.8*	*4.2*	*41,684*	*15,207*	*1,772*	*870*	*1,577*	*3,813*	*845*
Walker, Ga.	*57.2*	*.0245*	*32.0*	*10.9*	*15.8*	*18.7*	*26.5*	*20.3*	*140,038*	*58,924*	*7,135*	*2,916*	*2,518*	*21,924*	*3,234*
SUBURBAN TOTAL	260.6	.1115	31.1	11.4	17.3	19.6	23.7	92.2	823,239	270,550	54,831	132,001	32,528	61,089	22,176
CLARKSVILLE - HOPKINSVILLE	**158.5**	**.0679**	**26.3**	**19.9**	**18.0**	**15.6**	**18.7**	**50.8**	**630,575**	**131,248**	**53,104**	**110,143**	**30,227**	**113,212**	**18,093**
Montgomery	88.9	.0381	26.8	19.3	18.5	16.6	18.3	30.0	366,725	68,067	34,559	71,280	18,060	72,479	10,076
• Clarksville	59.1	.0253	25.4	22.6	18.8	15.7	16.2	19.9	356,237	64,779	34,097	70,225	15,593	71,434	9,830
Christian, Ky.	*69.6*	*.0298*	*25.5*	*20.7*	*17.3*	*14.4*	*19.2*	*20.8*	*263,850*	*63,181*	*18,545*	*38,863*	*12,167*	*40,733*	*8,017*
• *Hopkinsville*	*28.8*	*.0123*	*31.9*	*11.0*	*15.8*	*17.5*	*27.6*	*10.6*	*195,550*	*54,738*	*14,161*	*10,305*	*11,168*	*35,332*	*7,329*
SUBURBAN TOTAL	70.6	.0303	25.1	21.3	18.4	14.8	17.0	20.3	78,788	11,731	4,846	29,613	3,466	6,446	934
JOHNSON CITY - KINGSPORT - BRISTOL	**445.6**	**.1909**	**32.7**	**11.6**	**16.1**	**19.2**	**27.2**	**162.8**	**1,947,709**	**492,403**	**142,406**	**304,309**	**68,985**	**324,881**	**50,530**
Carter	51.7	.0221	32.9	11.9	15.8	18.6	28.1	19.0	119,543	40,587	10,220	18,541	4,038	12,121	4,617
Hawkins	46.2	.0198	32.0	10.2	17.1	19.8	25.0	16.5	83,251	38,780	5,248	5,751	2,806	9,971	3,880
Sullivan	146.8	.0629	33.2	10.5	16.4	20.3	26.8	54.9	817,304	198,552	69,171	169,576	26,383	138,078	20,999
• Bristol	24.9	.0107	35.5	11.5	15.3	18.2	32.4	10.0	291,791	88,321	24,029	43,159	6,843	66,026	6,001
• Kingsport	31.8	.0136	37.1	9.8	14.1	18.5	34.3	13.0	451,719	90,495	41,804	124,314	17,347	56,572	12,889
Unicoi	16.5	.0071	34.6	10.5	14.9	18.7	30.6	6.1	34,044	14,267	2,069	2,476	2,227	5,193	851
Washington	91.9	.0394	31.4	14.3	17.0	17.9	26.0	33.3	423,336	99,455	29,155	69,012	17,058	73,459	9,726
• Johnson City	41.3	.0177	32.7	17.7	14.0	16.1	30.5	15.0	383,355	92,339	26,410	68,606	11,344	70,872	8,624
Bristol city, Va.	*18.8*	*.0080*	*34.9*	*12.3*	*14.4*	*17.0*	*32.9*	*7.6*	*250,996*	*38,008*	*16,712*	*32,028*	*10,243*	*45,445*	*5,270*
• *Bristol*	*18.8*	*.0080*	*34.9*	*12.3*	*14.4*	*17.0*	*32.9*	*7.6*	*250,996*	*38,008*	*16,712*	*32,028*	*10,243*	*45,445*	*5,270*
Scott, Va.	*25.0*	*.0107*	*34.2*	*10.4*	*14.8*	*19.0*	*29.8*	*8.8*	*71,576*	*26,237*	*2,015*	*2,110*	*2,617*	*19,983*	*2,481*
Washington, Va.	*48.7*	*.0209*	*32.3*	*11.6*	*16.0*	*19.2*	*26.5*	*16.6*	*147,659*	*36,517*	*7,816*	*4,815*	*3,613*	*20,631*	*2,706*
SUBURBAN TOTAL	328.8	.1409	32.1	11.0	16.9	19.8	25.3	117.2	569,848	183,240	33,451	36,202	23,208	85,966	17,746
KNOXVILLE	**587.2**	**.2516**	**31.8**	**13.4**	**17.3**	**18.1**	**26.3**	**219.4**	**2,754,783**	**636,468**	**250,747**	**498,648**	**118,176**	**364,708**	**91,537**
Anderson	68.7	.0295	33.3	10.4	16.3	18.9	28.3	25.9	318,125	85,795	14,767	69,661	9,321	58,932	9,989
• Oak Ridge	28.2	.0121	35.9	9.6	15.1	19.9	31.4	11.6	215,095	50,741	10,693	63,292	7,087	36,908	6,111
Blount	81.3	.0348	32.6	11.3	17.3	18.6	27.3	30.0	336,498	80,861	21,139	55,777	10,744	68,437	13,402
Grainger	17.3	.0074	31.8	11.0	15.7	18.9	26.0	6.1	24,973	13,014	1,156	442	654	3,883	639
Jefferson	32.9	.0141	32.1	13.8	15.0	19.6	26.0	11.5	85,335	38,858	4,305	5,619	3,000	8,243	4,255
Knox	329.3	.1411	31.2	15.1	18.0	17.3	25.8	125.0	1,767,378	359,442	157,779	353,568	85,817	209,793	56,519
• Knoxville	177.6	.0761	31.0	18.8	17.3	13.7	29.5	71.7	1,403,151	240,799	132,310	332,037	70,656	174,416	41,136
Sevier	45.2	.0194	32.4	10.8	16.8	19.9	25.8	16.4	207,284	50,315	50,968	13,066	8,062	12,806	6,381
Union	12.5	.0053	30.5	12.1	16.2	19.3	23.5	4.5	15,190	8,163	633	515	578	2,614	352
SUBURBAN TOTAL	381.4	.1634	31.8	11.2	17.4	20.0	24.5	136.1	1,136,537	344,908	107,744	103,319	40,433	153,384	44,290

Reach East Tennessee Through

- Isolated
- Diversified
- Representative
- Affordable

A growing metro area of nearly 600,000 people; a proven Dancer, Fitzgerald & Sample test market; host of the 1982 World's Fair and the 1983 Miss USA Pageant. Tap this exciting market potential now by contacting any Story & Kelly-Smith representative office or Jerry Dunning, Advertising Director. Phone 615/523-3131.

The Knoxville News-Sentinel
A Scripps-Howard Newspaper

The Knoxville Journal
A Gannett Newspaper

TENN. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MEMPHIS	**931.8**	**.3993**	**29.0**	**13.7**	**18.0**	**16.7**	**22.5**	**328.4**	**4,092,225**	**1,045,330**	**340,440**	**625,477**	**179,736**	**653,481**	**143,509**
Shelby	789.2	.3382	29.1	14.1	18.4	16.4	22.8	282.0	3,644,264	905,493	319,737	585,127	170,362	568,306	129,109
• Memphis	655.6	.2810	29.7	14.0	17.7	15.7	24.9	241.2	3,384,612	833,312	297,795	568,727	160,624	521,521	125,796
Tipton	34.3	.0147	29.7	11.7	14.8	17.5	24.7	11.4	76,859	25,224	3,537	9,950	2,319	11,986	2,764
Crittenden, Ark.	*49.0*	*.0210*	*27.4*	*11.8*	*15.2*	*16.2*	*22.3*	*16.3*	*246,859*	*57,167*	*10,842*	*14,819*	*4,213*	*54,434*	*8,030*
• West Memphis	*27.9*	*.0120*	*28.0*	*12.2*	*16.5*	*17.2*	*21.3*	*9.6*	*194,434*	*42,847*	*10,072*	*14,219*	*4,163*	*49,712*	*7,582*
De Soto, Miss.	*59.3*	*.0254*	*28.3*	*10.4*	*16.6*	*20.9*	*18.1*	*18.7*	*124,243*	*57,446*	*6,324*	*15,581*	*2,842*	*18,755*	*3,606*
SUBURBAN TOTAL	248.3	.1063	27.5	13.1	18.9	19.2	16.6	77.6	513,179	169,171	32,573	42,531	14,949	82,248	10,131
NASHVILLE	**889.8**	**.3816**	**30.9**	**13.3**	**17.9**	**18.3**	**24.3**	**323.7**	**4,403,521**	**1,026,099**	**480,271**	**684,637**	**190,803**	**737,256**	**129,376**
Cheatham	24.3	.0105	30.0	10.6	17.5	20.4	20.9	8.0	36,513	17,974	1,918	1,163	200	4,473	847
Davidson	482.4	.2068	31.2	14.6	18.8	17.0	25.8	185.5	3,047,343	619,400	335,558	587,412	147,330	508,982	81,254
• Nashville-Davidson	459.9	.1971	31.0	14.9	19.1	16.8	25.5	177.0	2,934,933	615,966	323,645	545,072	142,127	506,783	78,322
Dickson	32.1	.0138	32.2	10.7	15.1	18.6	27.1	11.5	119,758	44,451	7,266	10,845	5,194	15,176	4,562
Robertson	39.3	.0168	31.6	11.2	15.8	17.9	26.7	13.4	119,088	29,528	6,013	10,893	3,074	33,190	5,020
Rutherford	91.0	.0390	28.4	17.0	17.8	17.6	20.6	31.2	389,668	105,645	33,502	40,345	14,936	52,694	8,561
• Murfreesboro	35.6	.0153	26.6	25.6	16.0	15.0	21.5	12.8	337,321	86,217	30,164	37,924	12,623	49,362	7,781
Sumner	94.1	.0404	30.5	10.4	17.5	20.6	21.5	31.7	288,214	100,548	18,440	13,329	6,373	43,408	12,746
Williamson	65.0	.0279	31.3	9.2	17.1	22.6	21.1	21.3	246,265	66,200	15,113	10,629	5,496	54,229	10,381
Wilson	61.6	.0264	31.4	9.9	17.2	20.8	23.1	21.1	156,672	42,353	12,461	10,021	8,200	25,104	6,005
SUBURBAN TOTAL	394.3	.1692	31.1	10.3	16.9	20.4	23.1	133.9	1,131,267	323,916	76,462	101,641	36,053	181,111	43,273
OTHER COUNTIES															
Bedford	28.5	.0122	33.8	10.4	14.3	17.4	30.9	10.4	81,185	23,427	[illegible]	8,228	5,497	13,309	2,842
Benton	15.6	.0067	35.8	9.5	14.3	17.4	33.6	6.0	42,620	13,733	1,892	1,562	2,111	8,620	1,660
Bledsoe	9.8	.0042	29.4	15.0	15.1	17.3	24.2	3.3	15,704	4,424	766	862	812	4,013	494
Bradley	71.5	.0307	29.8	13.1	17.0	19.5	21.8	25.1	320,375	90,806	25,144	49,089	10,453	64,355	8,822
Campbell	37.1	.0159	32.2	10.1	15.0	17.5	28.3	13.2	117,790	35,971	12,043	7,624	2,878	17,360	4,400
Cannon	10.7	.0046	34.0	10.5	14.7	19.3	29.3	3.9	21,862	9,773	440	1,588	959	5,295	811
Carroll	28.7	.0123	34.7	10.3	14.2	17.2	32.4	10.5	78,597	21,765	3,915	8,959	3,561	12,663	2,588
Chester	13.4	.0057	30.0	18.2	13.9	15.8	27.2	4.5	32,539	12,006	1,971	1,006	1,169	7,473	1,017
Claiborne	26.0	.0111	30.7	12.0	16.4	17.9	25.1	9.0	64,550	19,425	2,822	4,146	4,396	6,351	3,588
Clay	7.9	.0034	33.8	10.6	14.6	17.9	30.4	2.9	11,190	4,634	672	668	297	310	287
Cocke	29.3	.0126	31.7	11.3	16.1	19.4	25.3	10.7	99,279	34,630	5,987	9,743	2,436	11,319	3,800
Coffee	39.8	.0170	32.8	10.9	15.0	19.5	27.1	14.7	218,591	50,071	26,668	27,008	9,767	32,757	10,577
Crockett	15.1	.0065	33.8	10.6	13.8	16.5	31.8	5.4	30,803	12,231	703	746	1,054	6,914	1,363
Cumberland	30.5	.0131	32.3	10.6	15.2	17.6	28.2	10.9	120,583	31,415	8,195	9,800	2,173	15,627	2,536
Decatur	11.2	.0048	35.7	9.6	14.1	17.3	33.6	4.3	27,310	9,123	1,161	2,038	1,680	5,437	1,442
De Kalb	14.1	.0060	33.9	9.9	15.4	17.5	30.8	5.4	51,833	20,003	2,178	1,713	2,674	14,949	1,785
Dyer	35.7	.0153	32.3	10.9	15.7	17.0	28.8	13.3	129,392	32,319	9,341	11,228	5,135	27,484	3,888
Fayette	25.8	.0110	28.7	11.8	13.9	15.3	26.0	7.9	34,393	17,961	1,751	2,306	798	3,845	1,895
Fentress	15.4	.0066	31.4	10.3	15.6	17.8	26.5	5.4	39,671	14,326	928	4,034	1,436	2,464	870

newspapers mean business

In the Memphis ADI
MO.
TENN.
ARK.
MEMPHIS
ADI
MISS.

The Memphis ADI ranks 35th in the nation in terms of population. It covers an area that extends to 34 counties in 4 states—the heart of our 73-county Mid-South Market.

The Commercial Appeal and Memphis Press-Scimitar rank 6th in household penetration when compared to leading metropolitan newspapers in the nation's top 50 ADI markets. This is the kind of circulation performance that positions us ahead of such cities as New Orleans, St. Louis and Atlanta.

For additional demographics and target market information, call our marketing department (901) 529-2289.

SOURCE: Circulation '82/'83.

The Commercial Appeal / Memphis Press-Scimitar

SCRIPPS-HOWARD NEWSPAPERS
Memphis Publishing Company, 495 Union Ave., Memphis, TN. 38103
Represented nationally by Story & Kelly-Smith
and by Metropolitan Sunday Newspapers.

TENN. (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Franklin	33.0	.0142	32.0	12.5	14.9	18.3	27.2	11.4	91,119	26,979	4,252	6,826	3,442	10,108	2,459
Gibson	49.2	.0211	34.7	10.1	14.2	16.6	32.9	18.6	143,434	40,633	6,171	18,151	4,862	25,275	6,829
Giles	25.2	.0108	34.2	10.7	14.2	17.3	31.6	9.3	81,240	21,138	5,028	3,570	4,720	8,176	4,794
Greene	55.9	.0239	33.1	10.6	16.1	20.0	27.0	20.0	175,040	52,603	14,597	20,278	5,303	17,182	7,786
Grundy	14.5	.0063	29.9	11.2	14.8	17.7	24.7	4.8	34,460	10,934	1,944	1,161	662	2,449	1,398
Hamblen	52.0	.0223	31.4	11.1	16.9	20.8	23.2	18.8	237,484	63,225	15,893	45,600	5,724	31,734	9,224
Hancock	6.9	.0029	32.8	11.2	13.8	17.4	29.6	2.4	9,182	5,007	51	373	552	329	853
Hardeman	24.3	.0105	31.2	10.7	14.6	15.4	29.1	8.1	64,960	22,372	2,105	9,402	1,406	8,466	3,300
Hardin	23.3	.0099	33.4	9.6	15.5	18.3	29.2	8.6	78,889	26,587	6,641	11,686	2,656	9,070	2,224
Haywood	20.4	.0088	29.8	11.4	14.2	14.0	28.6	6.7	52,056	17,130	4,474	7,046	3,501	7,925	1,722
Henderson	22.6	.0097	32.7	10.5	15.7	17.4	29.0	8.4	67,693	27,114	3,292	5,232	2,715	10,085	2,571
Henry	30.0	.0128	36.0	10.2	14.0	16.4	34.8	11.5	99,269	22,916	8,624	16,338	3,066	11,844	3,946
Hickman	15.8	.0068	32.1	12.7	15.4	17.9	27.7	5.4	25,297	12,312	1,062	674	873	3,872	818
Houston	7.0	.0030	33.5	10.0	14.9	17.5	30.3	2.4	10,576	5,857	831	200	113	370	1,003
Humphreys	16.4	.0070	32.3	10.0	15.6	18.4	27.5	6.1	56,365	17,008	3,996	6,892	1,916	11,165	1,236
Jackson	9.7	.0042	34.6	9.9	14.7	18.0	31.4	3.4	28,146	15,701	1,348	739	958	5,760	485
Johnson	14.2	.0061	32.8	10.0	15.5	18.8	27.9	5.1	31,569	13,314	1,267	3,034	972	4,007	1,333
Lake	7.2	.0031	32.9	10.6	14.0	16.0	31.0	2.6	15,461	6,651	1,453	493	302	962	922
Lauderdale	25.7	.0110	31.4	11.3	15.3	15.9	28.5	8.9	55,828	20,187	2,002	6,023	1,922	9,165	3,009
Lawrence	35.2	.0151	32.3	11.1	14.2	17.9	28.3	12.6	112,692	30,958	4,591	12,581	6,429	23,350	5,383
Lewis	10.4	.0045	30.0	10.4	17.4	16.2	25.0	3.3	20,709	7,582	673	1,082	1,255	3,713	263
Lincoln	26.8	.0115	34.6	10.5	13.9	18.6	30.9	10.0	75,723	26,151	3,908	4,765	2,300	11,833	3,899
Loudon	29.6	.0127	34.0	10.1	16.0	18.8	29.6	11.0	104,620	35,371	4,666	4,632	3,291	17,136	2,590
McMinn	43.3	.0185	32.4	11.0	15.6	18.7	27.2	15.4	131,403	30,560	9,448	15,793	5,573	13,227	6,140
McNairy	23.9	.0103	34.3	9.9	14.4	18.7	30.3	9.0	64,092	14,867	4,680	1,829	3,255	13,531	1,845
Macon	16.7	.0071	33.2	10.2	15.8	18.1	29.0	6.2	52,537	26,714	1,297	1,474	1,407	3,408	2,376
Madison	76.7	.0329	31.0	13.1	16.6	15.8	27.5	28.4	388,865	91,907	29,216	85,025	12,607	51,873	8,963
Jackson	50.9	.0218	30.7	14.9	16.3	14.5	28.5	19.4	379,506	89,431	28,026	84,946	12,159	51,873	8,657
Marshall	20.3	.0087	34.7	9.8	14.6	17.3	32.3	7.6	82,098	25,982	2,877	2,982	2,272	16,936	3,653
Maury	52.9	.0227	32.5	11.4	15.6	17.8	28.3	19.4	187,685	67,344	13,712	16,628	6,900	19,131	6,045
Meigs	7.9	.0034	30.9	10.3	17.0	19.2	23.8	2.7	13,732	7,976	828	889	929	770	326
Monroe	29.9	.0128	31.3	11.3	15.4	18.5	25.8	10.4	94,197	27,088	10,532	8,137	4,790	15,317	3,002
Moore	4.7	.0020	32.4	10.7	14.5	18.8	27.4	1.6	4,476	2,253	32	68	67	44	50
Morgan	17.2	.0074	30.6	11.1	16.7	17.9	24.8	5.7	18,727	9,697	384	382	334	1,462	60
Obion	33.2	.0142	33.4	10.0	15.4	17.6	30.0	12.4	123,973	30,385	10,613	14,397	3,747	22,341	2,913
Overton	18.3	.0079	33.4	9.9	15.1	18.8	28.8	6.4	38,108	15,158	774	2,698	1,819	3,862	1,855
Perry	6.3	.0027	35.0	9.6	14.2	18.3	31.6	2.4	10,334	4,286	553	160	364	2,037	633
Pickett	4.5	.0019	33.8	9.8	15.3	17.9	30.3	1.6	7,105	2,266	648	192	87	706	123
Polk	13.9	.0060	31.6	10.1	15.5	18.9	25.8	4.8	21,019	8,052	1,732	748	753	2,419	1,283
Putnam	50.6	.0217	29.8	19.0	15.9	16.7	24.9	18.3	208,680	44,454	19,899	26,073	6,833	24,907	6,981
Rhea	25.8	.0110	30.4	12.5	16.1	17.5	25.1	9.0	71,317	25,584	3,088	4,849	1,854	10,708	3,459

PUT US
TO THE TEST

. . . Many national companies have. Coca-Cola, Frito-Lay, McDonald's, Pillsbury, Kroger and Genesco, to name just a few, have chosen Nashville as a center for their test marketing research.

Nashville offers a diversified sampling of national tastes, lifestyles and buying habits. In fact, based on demographics such as age, income and education, Nashville is more representative of national averages than any other market.

Nashville is isolated from major influences that could distort test market results. All major markets are more than 135 miles away — virtually eliminating product overlap. The geographic isolation also insulates Nashville's news and advertising media from outside influences.

Many variables directly influence a test markets suitability for a product or service. So before you choose your test markets...put Nashville to the test. We'll pass with flying colors.

NASHVILLE...
Test
Market
U.S.A

For more information on Nashville as a test market, contact Bill Davis, Research Director, Newspaper Printing Corporation, 1100 Broadway, Nashville, TN 37202, (615)259-8307.

Newspaper Printing Corporation, agent

THE TENNESSEAN Nashville Banner

Middle Tennessee's Most Widely Read Newspapers

Represented by Gannett Newspaper Advertising Sales

TENN. (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Roane	50.7	.0218	33.0	9.9	15.9	19.5	27.3	18.2	167,154	52,732	11,076	7,141	6,455	37,110	9,657
Scott	20.4	.0088	29.0	11.2	15.8	16.8	23.6	6.9	48,604	20,089	2,521	4,626	908	5,376	2,892
Smith	15.5	.0067	33.6	10.9	15.3	17.2	30.7	5.7	47,505	9,583	2,442	4,145	7,707	7,670	1,286
Stewart	9.1	.0039	36.0	9.4	14.0	18.3	33.0	3.4	18,489	5,916	1,185	1,159	145	2,875	62
Trousdale	6.4	.0027	32.6	10.9	17.6	16.9	29.0	2.5	28,971	10,578	448	1,278	463	8,055	484
Van Buren	5.0	.0022	30.3	11.0	17.6	17.6	24.2	1.6	5,361	2,307	249	251	82	342	80
Warren	34.0	.0145	32.3	10.9	16.0	18.1	27.5	12.7	107,337	35,628	6,516	10,776	4,892	13,665	4,614
Wayne	14.3	.0062	31.8	10.9	15.0	18.2	27.0	5.0	26,917	11,558	801	1,045	324	4,441	1,328
Weakley	33.5	.0143	31.5	18.5	13.7	15.2	30.0	12.0	88,592	25,029	5,127	9,274	5,372	12,863	3,717
White	20.3	.0087	34.0	9.8	15.2	18.0	30.6	7.4	69,084	25,952	2,587	968	1,484	22,616	2,481
TOTAL METRO COUNTIES	**3,070.8**	**1.3161**	**30.7**	**13.4**	**17.7**	**17.8**	**24.6**	**1,116.9**	**14,255,653**	**3,394,669**	**1,282,795**	**2,385,295**	**617,109**	**2,211,550**	**447,438**
TOTAL STATE	**4,747.5**	**2.0350**	**31.2**	**12.7**	**16.8**	**17.8**	**25.8**	**1,719.8**	**19,592,094**	**5,014,387**	**1,637,166**	**2,947,408**	**816,758**	**3,023,763**	**646,458**

TENN.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CHATTANOOGA	**3,551,309**	**19,268**	**27.6**	**31.4**	**11.7**	**5.0**	**.1702**
Hamilton	2,588,238	20,456	26.0	31.2	13.6	6.3	.1242
• Chattanooga	1,448,679	17,918	27.2	28.4	11.4	5.1	.0768
Marion	183,752	17,591	28.7	30.3	9.4	3.6	.0084
Sequatchie	59,363	15,427	31.4	27.1	7.9	2.5	.0027
Catoosa, Ga.	*264,312*	*18,445*	*30.2*	*35.2*	*8.6*	*1.2*	*.0135*
Dade, Ga.	*72,752*	*15,669*	*32.4*	*28.7*	*5.5*	*1.2*	*.0039*
Walker, Ga.	*382,892*	*16,872*	*32.8*	*31.4*	*6.3*	*2.4*	*.0175*
SUBURBAN TOTAL	2,102,630	20,121	28.0	33.5	11.9	4.9	.0934
CLARKSVILLE - HOPKINSVILLE	**1,116,857**	**17,089**	**33.7**	**28.9**	**9.2**	**3.2**	**.0564**
Montgomery	668,950	18,437	32.9	31.7	10.1	3.3	.0330
• Clarksville	445,855	18,086	35.3	30.7	9.6	3.2	.0251
Christian, Ky.	*447,907*	*15,143*	*35.1*	*24.7*	*8.0*	*2.9*	*.0234*
• Hopkinsville	*211,064*	*16,407*	*30.2*	*27.1*	*10.1*	*3.6*	*.0127*
SUBURBAN TOTAL	459,938	16,286	34.1	28.0	8.5	2.8	.0186
JOHNSON CITY - KINGSPORT - BRISTOL	**3,476,671**	**18,379**	**29.1**	**31.0**	**10.4**	**4.1**	**.1716**
Carter	356,859	15,976	33.4	27.6	7.7	2.5	.0158
Hawkins	328,947	17,929	28.4	32.2	9.4	2.7	.0139
Sullivan	1,277,936	20,793	26.2	33.4	13.1	5.5	.0644
• Bristol	224,824	18,437	29.4	28.7	11.1	6.2	.0153
• Kingsport	309,640	19,795	25.5	29.0	12.9	7.6	.0222
Unicoi	128,317	18,625	29.1	31.3	11.8	2.9	.0054
Washington	743,979	18,372	30.1	30.6	10.1	4.6	.0366
• Johnson City	342,094	16,358	29.3	24.3	10.3	6.3	.0219
Bristol city, Va.	*153,507*	*17,453*	*27.2*	*29.7*	*9.3*	*4.1*	*.0119*
• Bristol	*153,507*	*17,453*	*27.2*	*29.7*	*9.3*	*4.1*	*.0119*
Scott, Va.	*171,685*	*16,548*	*28.5*	*27.3*	*11.9*	*2.3*	*.0081*
Washington, Va.	*315,441*	*16,032*	*33.4*	*28.9*	*5.6*	*3.2*	*.0155*
SUBURBAN TOTAL	2,446,606	18,535	29.6	32.3	10.2	3.3	.1003
KNOXVILLE	**4,988,086**	**19,140**	**27.4**	**29.6**	**12.5**	**5.7**	**.2404**
Anderson	614,606	20,803	25.7	30.7	14.7	6.7	.0288
• Oak Ridge	327,068	25,124	22.3	28.2	20.7	11.9	.0158
Blount	691,109	20,006	26.9	31.6	13.3	5.2	.0320
Grainger	99,394	14,192	35.6	23.6	4.6	1.5	.0045
Jefferson	257,360	19,375	28.6	31.3	12.2	4.8	.0112
Knox	2,928,439	19,449	26.5	29.2	13.1	6.4	.1439
• Knoxville	1,471,251	16,018	29.2	26.2	8.9	4.5	.0874
Sevier	325,269	17,131	31.5	30.1	8.1	3.4	.0169
Union	71,909	14,224	34.1	24.8	5.2	1.0	.0031
SUBURBAN TOTAL	3,189,767	20,412	26.8	31.5	13.7	5.8	.1372
MEMPHIS	**7,978,079**	**20,419**	**24.4**	**29.3**	**14.4**	**7.3**	**.3753**
Shelby	7,020,344	20,767	24.1	28.8	14.9	8.0	.3288
• Memphis	5,631,952	19,243	25.5	28.2	13.1	6.8	.2782
Tipton	232,474	17,509	26.6	29.4	10.7	3.8	.0104
Crittenden, Ark.	*289,207*	*14,361*	*27.9*	*26.1*	*7.1*	*2.7*	*.0176*
• West Memphis	*184,704*	*16,391*	*28.0*	*29.8*	*7.9*	*3.0*	*.0120*
De Soto, Miss.	*436,054*	*22,775*	*23.9*	*37.6*	*15.6*	*3.4*	*.0185*
SUBURBAN TOTAL	2,161,423	24,966	20.8	32.3	19.1	9.4	.0851
NASHVILLE	**8,693,714**	**23,184**	**23.9**	**31.8**	**16.6**	**9.1**	**.3967**
Cheatham	166,278	18,686	32.0	34.8	8.0	3.1	.0069
Davidson	5,042,422	23,011	24.2	31.1	16.6	9.4	.2407
• Nashville-Davidson	4,662,829	22,622	24.6	31.5	16.4	8.4	.2269
Dickson	245,585	18,636	28.5	33.3	9.4	3.6	.0117
Robertson	297,624	25,119	26.2	34.0	12.0	4.4	.0134
Rutherford	850,879	23,812	23.6	32.6	17.7	8.9	.0381
• Murfreesboro	344,151	21,405	25.5	28.4	15.1	9.9	.0202
Sumner	846,434	24,222	22.5	33.6	18.2	8.4	.0354
Williamson	699,947	29,222	19.2	29.2	21.1	17.4	.0284
Wilson	544,545	24,248	21.1	35.4	17.4	7.2	.0221
SUBURBAN TOTAL	3,686,734	24,103	22.8	32.8	16.9	9.8	.1496
OTHER COUNTIES							
Bedford	229,463	18,747	27.6	33.1	9.3	4.2	.0099
Benton	112,506	15,680	30.2	29.3	6.9	2.3	.0051
Bledsoe	54,971	12,923	31.8	22.6	3.9	2.0	.0026
Bradley	532,484	18,414	30.8	32.2	9.7	3.5	.0272
Campbell	213,793	13,226	31.8	24.4	4.1	1.8	.0112
Cannon	68,613	14,903	34.6	24.7	5.8	3.0	.0032
Carroll	180,143	14,494	31.7	26.7	5.0	2.0	.0088
Chester	81,460	14,983	26.5	28.4	6.8	2.1	.0040
Claiborne	147,356	12,735	32.8	20.7	6.1	2.0	.0074
Clay	46,288	12,624	32.2	21.8	3.6	2.7	.0021
Cocke	188,382	15,023	31.0	26.2	6.1	2.3	.0095
Coffee	327,684	19,165	28.6	30.4	11.7	5.6	.0169
Crockett	87,940	13,847	33.0	23.9	4.1	2.3	.0042
Cumberland	204,824	15,870	33.5	26.9	7.1	3.0	.0105
Decatur	77,561	15,030	30.2	26.2	7.1	2.5	.0034
De Kalb	83,864	12,415	34.2	21.2	2.5	1.4	.0046
Dyer	246,857	15,333	32.4	25.6	7.4	3.2	.0123
Fayette	132,730	13,872	30.7	23.4	6.3	2.3	.0062
Fentress	72,402	10,750	32.5	17.6	2.5	1.1	.0041
Franklin	237,498	17,817	29.9	30.7	9.4	3.5	.0107
Gibson	354,756	16,381	28.9	29.6	7.7	2.8	.0163
Giles	181,910	17,068	30.8	28.9	8.6	3.5	.0086
Greene	443,180	18,968	27.1	32.4	10.8	4.2	.0197
Grundy	88,778	14,920	33.6	24.9	5.6	2.7	.0043
Hamblen	392,827	18,282	31.3	31.6	9.6	3.7	.0199
Hancock	29,620	9,590	31.1	13.0	3.3	.8	.0015
Hardeman	144,732	14,874	30.9	26.2	5.8	2.7	.0071
Hardin	140,471	14,113	33.0	25.0	4.8	1.6	.0074
Haywood	110,376	12,517	30.9	21.2	5.2	2.7	.0057
Henderson	154,777	16,425	31.3	29.3	7.6	1.9	.0073
Henry	207,848	15,278	33.7	25.7	6.8	2.6	.0100
Hickman	100,325	16,601	31.4	31.0	7.1	1.6	.0044
Houston	45,291	15,925	29.0	27.1	9.8	2.6	.0020
Humphreys	136,386	21,468	21.4	34.7	15.2	3.7	.0060
Jackson	57,124	13,381	30.8	23.0	6.0	1.9	.0029
Johnson	78,162	13,436	35.1	23.3	3.2	1.2	.0039
Lake	42,949	12,768	31.2	21.8	4.8	3.0	.0019
Lauderdale	152,699	14,569	30.8	25.1	5.6	2.4	.0073
Lawrence	242,453	16,983	31.3	30.3	7.5	2.8	.0116
Lewis	64,634	15,408	33.3	28.5	6.2	2.5	.0029
Lincoln	171,483	14,693	35.4	24.7	5.9	2.0	.0084
Loudon	290,269	22,740	24.1	29.1	17.4	9.4	.0122
McMinn	337,094	19,125	26.3	31.6	11.9	4.4	.0149
McNairy	148,755	14,266	32.2	25.6	5.3	1.6	.0073
Macon	122,306	16,947	29.8	31.7	6.8	2.4	.0057
Madison	588,839	17,704	27.7	29.7	10.5	4.0	.0307
Jackson	397,033	17,056	28.4	28.1	10.4	4.0	.0239
Marshall	158,219	17,701	29.4	32.1	8.2	3.2	.0076
Maury	425,884	19,467	26.2	33.2	11.3	4.1	.0196
Meigs	50,646	16,593	32.1	29.4	8.9	1.6	.0022
Monroe	190,598	15,386	33.3	26.9	6.2	2.6	.0094
Moore	36,404	21,045	26.1	35.2	11.9	5.3	.0014
Morgan	117,560	16,342	30.5	28.2	9.0	3.1	.0047
Obion	270,110	18,393	27.0	31.5	10.0	4.6	.0125
Overton	103,483	13,333	31.9	22.5	5.6	1.8	.0050
Perry	37,874	13,747	38.1	23.5	2.6	1.5	.0017

TENN. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

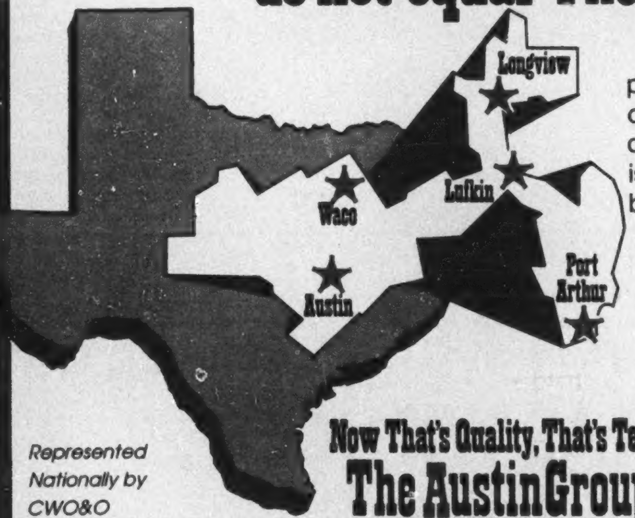
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Pickett	22,541	12,118	38.3	18.7	1.9	1.1	.0011
Polk	83,437	15,631	31.3	29.5	5.5	1.7	.0037
Putnam	358,846	15,919	32.1	27.2	7.7	3.1	.0183
Rhea	170,420	16,362	30.0	28.2	9.1	2.4	.0080
Roane	430,371	20,775	25.1	31.4	14.7	5.7	.0189
Scott	117,884	12,697	32.7	20.9	4.2	3.0	.0058
Smith	109,555	17,274	30.9	31.1	7.3	2.8	.0051
Stewart	59,216	15,257	29.9	29.6	5.1	1.9	.0026
Trousdale	49,036	17,877	31.4	33.7	7.6	2.3	.0024
Van Buren	26,312	13,605	39.9	21.4	3.4	1.9	.0012
Warren	239,512	16,298	32.9	28.1	7.0	3.0	.0113
Wayne	89,839	16,196	30.0	30.2	6.4	1.8	.0040
Weakley	222,131	15,008	33.9	26.4	6.1	2.2	.0104
White	132,705	15,094	33.5	27.6	5.6	2.2	.0067
TOTAL METRO COUNTIES	**27,270,959**	**20,684**	**25.7**	**30.6**	**14.1**	**7.0**	**1.2807**
TOTAL STATE	**38,928,405**	**18,969**	**27.3**	**29.7**	**12.0**	**5.7**	**1.8381**

TEXAS

TEXAS
ESTIMATES

POPULATION—12/31/82 | RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**115.9**	**.0497**	**28.7**	**17.4**	**16.4**	**16.1**	**23.5**	**41.5**	**731,801**	**156,479**	**55,337**	**76,939**	**28,880**	**164,725**	**13,481**
Taylor	115.9	.0497	28.7	17.4	16.4	16.1	23.5	41.5	731,801	156,479	55,337	76,939	28,880	164,725	13,481
• Abilene	102.6	.0440	28.2	18.3	16.6	15.7	23.0	36.5	697,677	151,737	52,244	74,411	28,697	156,783	13,442
SUBURBAN TOTAL	13.3	.0057	32.9	11.0	14.1	19.1	27.9	5.0	34,124	4,742	3,093	2,528	183	7,942	39
AMARILLO	**184.5**	**.0791**	**29.8**	**14.2**	**17.6**	**17.2**	**23.6**	**70.5**	**1,398,577**	**300,690**	**133,520**	**162,187**	**73,654**	**306,336**	**27,797**
Potter	102.0	.0438	30.1	14.0	16.6	15.4	26.5	40.0	902,046	150,601	105,091	125,483	50,020	171,389	20,165
• Amarillo	158.4	.0679	30.1	13.2	18.0	16.8	24.3	62.2	1,323,878	286,486	132,266	155,077	71,675	291,680	24,604
Randall	82.5	.0353	29.4	14.5	18.5	19.5	20.1	30.5	496,531	150,089	28,429	36,704	23,634	134,947	7,632
SUBURBAN TOTAL	26.1	.0112	27.6	20.5	14.8	19.6	19.4	8.3	74,699	14,204	1,254	7,110	1,979	14,656	3,193
AUSTIN	**588.9**	**.2526**	**27.7**	**19.0**	**21.3**	**16.1**	**18.4**	**223.1**	**3,263,231**	**752,890**	**355,412**	**448,748**	**134,421**	**504,374**	**73,156**
Hays	44.2	.0190	24.1	30.5	14.5	13.4	18.1	14.2	160,557	40,230	22,657	7,509	3,797	23,172	2,027
Travis	454.5	.1949	27.7	19.7	22.4	15.8	17.9	179.4	2,839,899	625,113	312,517	433,988	126,185	422,256	65,173
• Austin	373.6	.1601	27.2	21.7	23.0	14.4	17.6	151.4	2,770,240	600,874	306,394	433,988	120,888	418,774	64,402
Williamson	90.2	.0387	29.7	10.0	18.6	18.8	21.2	29.5	262,775	87,547	20,238	7,251	4,439	58,946	5,954
SUBURBAN TOTAL	215.3	.0925	28.8	14.4	18.0	19.0	19.8	71.7	492,991	152,016	49,018	14,760	13,533	85,600	8,754



DALLAS+HOUSTON+SAN ANTONIO
do not equal The Austin Group

Surprised? A lot of very knowledgeable professionals think that 'The Big 3' cover all of Texas. Not even close! Especially when it comes to The Austin Group. The Austin Group is virtually untouched by any other market, by any other newspaper.

Over one quarter of a million circulation, right where you want it.

★2.3 million Texans
★780,000 homes
★$20 billion buying income
★$2.7 billion food sales
★$11.6 billion retail sales

Represented Nationally by CWO&O

Now That's Quality, That's Texas
The Austin Group
Lufkin News
Port Arthur News
Waco Tribune-Herald
Longview Journal-News
Austin American-Statesman
512-445-3745

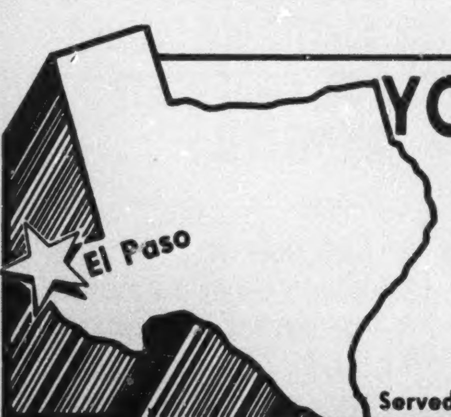
©1982 S&MM Survey of Buying Power

TEXAS (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BEAUMONT - PORT ARTHUR	**388.4**	**.1665**	**30.5**	**12.7**	**16.2**	**17.1**	**25.6**	**139.6**	**2,331,018**	**551,116**	**199,496**	**290,533**	**100,104**	**442,322**	**56,899**
Hardin	44.6	.0191	30.5	10.6	15.7	18.6	24.4	15.2	184,663	51,376	5,397	4,965	1,619	48,538	6,427
Jefferson	255.5	.1095	30.9	13.3	16.4	16.2	27.1	94.2	1,723,257	381,289	172,707	254,064	82,175	317,719	39,919
• Beaumont	119.9	.0514	30.3	13.8	17.5	15.6	26.2	44.8	1,099,203	199,222	121,313	220,434	62,990	202,769	17,723
• Port Arthur	64.7	.0277	31.9	12.7	14.4	14.3	31.2	24.0	364,583	92,250	25,566	24,702	8,873	80,786	10,730
Orange	88.3	.0379	29.2	11.9	16.6	18.9	21.5	30.2	423,098	118,451	21,392	31,504	16,310	76,065	10,553
SUBURBAN TOTAL	203.8	.0874	30.3	12.0	16.2	18.8	23.5	70.8	867,232	259,644	52,617	45,397	28,241	158,767	28,446
BRAZORIA	**190.9**	**.0819**	**28.2**	**14.0**	**19.5**	**19.0**	**17.8**	**62.5**	**810,768**	**266,506**	**62,168**	**95,924**	**20,852**	**110,221**	**21,140**
Brazoria	190.9	.0819	28.2	14.0	19.5	19.0	17.8	62.5	810,768	266,506	62,168	95,924	20,852	110,221	21,140
SUBURBAN TOTAL	190.9	.0819	28.2	14.0	19.5	19.0	17.8	62.5	810,768	266,506	62,168	95,924	20,852	110,221	21,140
BROWNSVILLE - HARLINGEN	**232.0**	**.0995**	**26.3**	**11.3**	**15.3**	**15.0**	**21.7**	**66.6**	**901,664**	**265,574**	**70,073**	**156,010**	**69,914**	**114,590**	**15,861**
Cameron	232.0	.0995	26.3	11.3	15.3	15.0	21.7	66.6	901,664	265,574	70,073	156,010	69,914	114,590	15,861
• Brownsville	96.3	.0413	25.3	11.9	15.6	15.3	19.6	26.7	519,513	151,380	37,858	110,458	57,755	47,001	10,441
• Harlingen	46.5	.0199	27.9	11.4	15.8	14.4	24.4	14.4	247,736	55,334	24,424	42,390	8,373	49,649	3,424
SUBURBAN TOTAL	89.2	.0383	26.5	10.7	14.5	15.0	22.6	25.5	134,415	58,860	7,791	3,162	3,786	17,940	1,996
BRYAN - COLLEGE STATION	**104.8**	**.0449**	**23.8**	**34.5**	**16.5**	**12.1**	**15.3**	**38.2**	**492,656**	**82,015**	**54,657**	**61,851**	**16,572**	**91,584**	**33,041**
Brazos	104.8	.0449	23.8	34.5	16.5	12.1	15.3	38.2	492,656	82,015	54,657	61,851	16,572	91,584	33,041
• Bryan	46.8	.0201	27.5	17.7	18.2	14.7	21.7	17.9	270,446	44,290	15,982	32,[illegible]	14,453	79,093	4,181
• College Station	44.6	.0191	22.4	58.2	14.0	7.9	6.8	15.1	221,617	37,466	38,675	29,382	2,119	12,491	28,860
SUBURBAN TOTAL	13.4	.0057	28.6	14.8	19.1	17.2	20.5	5.2	593	259		334			
CORPUS CHRISTI	**340.0**	**.1458**	**28.0**	**12.7**	**17.3**	**16.4**	**21.5**	**112.3**	**1,643,010**	**453,461**	**136,869**	**210,378**	**66,992**	**329,631**	**35,947**
Nueces	278.2	.1193	28.1	13.1	17.5	16.3	21.6	93.0	1,385,487	340,241	126,758	201,969	64,098	270,281	31,041
• Corpus Christi	240.6	.1031	28.3	13.2	18.2	16.2	21.6	81.9	1,301,032	305,191	122,758	197,923	63,251	262,513	29,355
San Patricio	61.8	.0265	27.6	11.3	15.9	17.1	21.0	19.3	257,523	113,220	10,111	8,409	2,894	59,350	4,906
SUBURBAN TOTAL	99.4	.0427	27.3	11.7	15.4	16.8	21.3	30.4	341,978	148,270	14,111	12,455	3,741	67,118	6,592
DALLAS	**2,090.8**	**.8963**	**29.4**	**13.3**	**19.9**	**18.9**	**20.0**	**783.8**	**12,849,943**	**2,493,889**	**1,307,293**	**1,519,115**	**663,447**	**2,617,329**	**530,563**
Collin	171.9	.0737	28.8	9.2	19.6	22.5	15.4	55.5	548,807	163,478	42,708	23,150	13,754	120,509	43,611
Plano	86.0	.0369	27.7	8.2	23.0	24.7	8.5	26.6	236,509	80,657	22,800	11,859	4,708	24,491	29,719
Dallas	1,629.3	.6984	29.5	13.7	20.0	18.6	20.3	628.2	11,234,280	2,004,218	1,171,803	1,394,781	612,235	2,264,763	457,740
Carrollton	42.6	.0183	28.8	10.4	25.6	22.6	11.5	15.6	157,031	38,298	13,208	2,119	2,370	45,104	10,418
• Dallas	927.5	.3976	29.9	14.5	19.9	16.8	23.2	379.2	6,494,990	1,084,488	783,023	766,896	359,491	1,120,098	184,129
Garland	155.8	.0668	28.0	11.0	23.0	20.4	13.6	53.7	635,587	227,716	59,325	34,494	18,645	125,313	20,440
Grand Prairie	78.6	.0337	28.1	12.2	20.3	18.4	17.5	27.2	219,249	53,747	50,230	1,585	4,764	37,021	37,429
• Irving	113.6	.0487	28.4	15.5	20.0	20.7	16.2	43.2	859,714	130,126	85,265	164,332	24,783	294,098	21,192
Mesquite	70.7	.0303	27.6	12.7	19.0	21.9	14.0	23.4	623,557	55,211	41,508	241,699	20,744	69,645	54,473
Richardson	81.1	.0348	30.3	8.7	19.8	25.6	15.2	28.1	1,049,186	172,644	94,842	136,576	76,785	181,501	104,683
Denton	166.1	.0712	27.9	15.9	22.0	18.6	15.8	58.1	578,471	173,768	60,877	69,273	26,194	115,810	17,610
• Denton	55.8	.0239	25.9	28.3	19.2	14.3	18.2	20.7	343,696	92,025	37,994	49,828	18,080	66,321	10,721
Ellis	64.4	.0276	31.3	10.9	15.0	18.1	26.4	21.7	238,217	83,533	14,198	20,474	4,696	55,571	6,960
Kaufman	41.9	.0180	33.2	10.3	14.4	18.4	29.0	14.3	187,696	59,438	11,698	11,370	4,112	42,607	4,211
Rockwall	17.2	.0074	31.7	8.8	16.7	23.0	21.5	6.0	62,472	9,454	6,009	67	2,456	18,069	431
SUBURBAN TOTAL	993.9	.4261	29.2	11.0	19.9	20.9	17.5	340.7	5,151,543	1,187,250	401,011	538,059	261,093	1,136,812	314,521
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,130.6***	***1.3419***	***29.6***	***13.3***	***19.4***	***18.8***	***20.7***	***1,166.7***	***18,953,649***	***3,533,943***	***1,962,690***	***2,358,240***	***901,770***	***4,036,953***	***827,538***
EL PASO	**520.3**	**.2230**	**26.1**	**14.5**	**16.7**	**16.5**	**18.6**	**156.8**	**2,171,085**	**530,507**	**193,730**	**324,236**	**142,769**	**383,446**	**81,796**
El Paso	520.3	.2230	26.1	14.5	16.7	16.5	18.6	156.8	2,171,085	530,507	193,730	324,236	142,769	383,446	81,796
• El Paso	460.9	.1976	26.7	13.7	16.7	16.7	19.5	142.7	2,119,465	510,158	185,920	323,508	142,315	372,462	81,254
SUBURBAN TOTAL	59.4	.0254	22.9	21.2	17.7	14.2	11.6	14.1	51,620	20,349	7,810	728	454	10,984	542
FORT WORTH - ARLINGTON	**1,039.8**	**.4456**	**30.1**	**13.3**	**18.3**	**18.6**	**22.4**	**382.9**	**6,103,706**	**1,040,054**	**655,397**	**839,125**	**238,323**	**1,419,624**	**296,975**
Johnson	75.8	.0325	31.5	10.9	15.4	19.3	25.3	26.4	282,343	86,854	20,173	17,853	6,654	79,570	11,942
Parker	48.9	.0209	33.2	10.5	14.6	20.0	27.4	17.5	202,320	62,262	11,297	13,214	1,041	66,076	3,075
Tarrant	915.1	.3922	29.8	13.7	18.8	18.4	21.9	339.0	5,619,043	890,938	623,927	808,058	230,628	1,273,978	281,958
• Arlington	184.5	.0791	28.0	16.1	23.1	19.2	14.5	69.6	1,697,915	249,548	157,186	292,772	42,322	532,269	19,068
• Fort Worth	387.9	.1663	30.7	14.3	17.4	15.6	26.9	149.3	2,309,772	355,058	339,978	342,862	114,713	495,865	119,103
SUBURBAN TOTAL	467.4	.2002	30.7	11.5	17.0	20.8	21.8	164.0	2,096,019	435,448	158,233	203,491	81,288	391,490	158,804
GALVESTON - TEXAS CITY	**205.4**	**.0880**	**30.4**	**12.4**	**17.4**	**17.8**	**24.2**	**74.6**	**1,104,255**	**350,686**	**97,101**	**87,182**	**22,815**	**210,300**	**26,854**
Galveston	205.4	.0880	30.4	12.4	17.4	17.8	24.2	74.6	1,104,255	350,686	97,101	87,182	22,815	210,300	26,854



YOU CAN'T REACH ALL OF TEXAS WITHOUT...
The El Paso Times
El Paso Herald-Post
Serving West Texas for over 102 years
Served by Gannett Newspaper Advertising Sales/Story & Kelly-Smith

WAIT FOR COIN TO DROP
PULL
COIN
RETURN
Sunday
Houston Chronicle
Southwest's Largest Newspaper
Bond election predicted for rail plan
Metro spends $20,000 on trip to pitch elevated rail
Well-bundled bunch

The best way to get to Houston is through this door.

Daily Circulation
Chronicle leads by 42,974 versus Houston's other newspaper.

Saturday Circulation
Chronicle leads by 10,449 versus Houston's other newspaper.

Sunday Circulation
Chronicle leads by 72,476 versus Houston's other newspaper.

Adults 18–34
65% of adults 18–34 who read a daily newspaper choose The Chronicle.

College Graduates
65% of college graduates who read a daily newspaper choose The Chronicle.

$35,000+ Income
65% of daily newspaper readers in households with $35,000+ income choose The Chronicle.

Professional, Managerial, Technical
69% of professional, managerial and technical workers who read a daily newspaper choose The Chronicle.

Advertising Linage
Chronicle leads by 32,041,547 lines versus Houston's other newspaper.

For further directions on how to get to Houston, call The Chronicle. We've researched every aspect of our market. From population trends to buying habits. To apply our knowledge to your needs, call our Research Manager collect, 713/220-7401.

Houston Chronicle

Sources: Calculations computed by The Chronicle from the March 31, 1983 Publishers' Statements for The Houston Chronicle and The Houston Post. Simmons 1982 National Study of Local Newspaper Ratings, Houston SMSA; Media Records, Year, 1982 (Includes full and part-run linage).
Represented by Sawyer Ferguson Walker.

TEXAS (cont.)

[illegible] ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Galveston	63.4	.0272	31.4	14.3	17.6	14.8	28.8	25.3	430,599	105,579	51,661	48,250	14,913	62,616	8,003
• Texas City	43.1	.0185	30.0	12.1	16.6	17.6	24.1	15.0	280,864	78,025	17,220	25,871	5,669	66,763	8,594
SUBURBAN TOTAL	98.9	.0423	30.0	11.2	17.4	19.9	21.4	34.3	392,792	167,082	28,220	13,061	2,233	80,921	10,257
HOUSTON	**3,028.0**	**1.2979**	**28.5**	**13.5**	**21.3**	**18.5**	**17.7**	**1,114.8**	**19,664,925**	**4,328,556**	**1,775,585**	**2,830,468**	**776,745**	**4,199,967**	**432,422**
Fort Bend	159.8	.0685	27.7	10.5	23.5	18.9	14.0	50.2	453,695	133,616	14,824	23,065	28,558	111,967	10,927
Harris	2,635.2	1.1295	28.5	13.9	21.5	18.4	17.6	987.4	18,111,229	3,888,836	1,712,127	2,774,485	722,438	3,768,493	401,182
• Baytown	61.6	.0264	28.2	13.7	19.0	16.2	20.9	22.5	536,684	105,965	45,031	70,523	8,223	158,714	8,952
• Houston	1,741.2	.7463	28.7	15.1	21.5	17.4	19.0	682.9	13,761,043	2,494,038	1,384,403	2,368,861	674,139	2,454,729	272,390
Pasadena	121.2	.0520	27.0	16.0	19.5	17.5	16.9	43.3	725,709	113,640	47,869	249,946	22,703	110,280	13,718
Liberty	52.5	.0225	30.8	10.7	15.8	17.6	25.9	18.5	253,188	83,250	16,591	11,988	2,444	63,095	6,862
Montgomery	158.8	.0681	29.5	9.9	17.4	21.5	19.0	52.3	664,341	208,011	19,719	18,649	17,588	140,901	11,481
Waller	21.7	.0093	26.8	22.0	13.5	15.0	23.9	6.4	182,472	14,843	12,324	2,281	5,717	115,511	1,970
SUBURBAN TOTAL	1,225.2	.5252	28.3	11.3	21.1	20.1	15.7	409.4	5,367,198	1,728,553	346,151	391,084	94,383	1,586,524	151,080
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,424.3***	***1.4678***	***28.6***	***13.5***	***20.9***	***18.5***	***18.1***	***1,251.9***	***21,579,948***	***4,945,748***	***1,934,854***	***3,013,574***	***820,412***	***4,520,488***	***480,416***
KILLEEN - TEMPLE	**233.0**	**.0999**	**24.8**	**23.0**	**18.0**	**14.6**	**16.8**	**74.1**	**886,181**	**212,408**	**75,527**	**93,139**	**33,166**	**208,414**	**15,916**
Bell	169.9	.0728	25.8	20.6	18.1	14.8	18.6	58.0	783,898	175,891	69,655	86,573	26,537	195,323	13,837
• Killeen	50.0	.0214	23.5	26.3	18.9	14.2	11.3	18.4	368,596	58,629	37,359	24,259	8,697	138,340	1,749
• Temple	45.6	.0195	32.5	11.8	16.6	15.4	30.4	17.6	329,379	81,689	27,633	59,912	16,963	47,120	9,597
Coryell	63.1	.0271	23.5	29.9	17.9	13.9	11.9	16.1	102,283	36,514	5,872	6,566	6,629	13,091	2,079
SUBURBAN TOTAL	137.4	.0590	24.1	25.6	18.1	14.4	14.3	38.1	188,206	72,087	10,535	8,968	7,506	22,954	4,570
LAREDO	**109.0**	**.0467**	**24.7**	**12.7**	**15.1**	**14.8**	**19.5**	**29.1**	**607,334**	**136,976**	**38,904**	**116,016**	**42,035**	**66,089**	**16,049**
Webb	109.0	.0467	24.7	12.7	15.1	14.8	19.5	29.1	607,334	136,976	38,904	116,016	42,035	66,089	16,049
• Laredo	100.3	.0430	24.6	13.0	15.0	14.4	19.8	26.8	601,942	135,748	38,316	116,016	41,205	64,547	16,049
SUBURBAN TOTAL	6.7	.0037	25.6	11.0	16.6	18.7	15.7	2.3	5,392	1,228	588		830	1,542	
LONGVIEW - MARSHALL	**163.5**	**.0701**	**30.7**	**12.8**	**15.9**	**16.9**	**26.3**	**59.4**	**1,005,692**	**251,571**	**71,037**	**109,153**	**59,145**	**191,971**	**27,554**
Gregg	108.4	.0464	30.4	13.4	16.9	17.1	25.1	40.0	797,444	198,234	59,239	88,444	41,783	154,219	22,723
• Longview	68.7	.0294	30.2	14.0	17.4	17.0	24.7	25.7	614,862	165,365	51,872	65,909	33,477	108,131	18,109
Harrison	55.1	.0237	31.5	11.7	14.4	16.5	28.5	19.4	208,248	53,337	11,798	20,709	17,362	37,752	4,831
• Marshall	26.0	.0111	32.1	12.8	14.0	14.1	31.8	9.4	186,565	47,511	10,337	18,399	16,904	34,410	4,478
SUBURBAN TOTAL	68.8	.0296	30.9	11.6	15.4	17.8	25.8	24.3	204,265	38,695	8,828	24,845	8,764	49,430	4,967
LUBBOCK	**222.2**	**.0952**	**26.5**	**19.7**	**17.9**	**15.6**	**19.3**	**79.3**	**1,406,415**	**290,996**	**126,850**	**163,822**	**75,760**	**351,347**	**23,463**
Lubbock	222.2	.0952	26.5	19.7	17.9	15.6	19.3	79.3	1,406,415	290,996	126,850	163,822	75,760	351,347	23,463
• Lubbock	182.6	.0783	26.2	21.3	18.1	15.0	19.1	66.4	1,301,895	277,507	123,904	162,102	74,006	300,766	20,707
SUBURBAN TOTAL	39.6	.0169	28.2	12.7	15.7	18.5	20.8	12.9	104,520	13,489	2,946	1,720	1,754	50,581	2,756
McALLEN - EDINBURG - MISSION	**319.3**	**.1368**	**25.4**	**11.8**	**15.2**	**14.5**	**20.8**	**87.9**	**1,269,415**	**355,813**	**74,223**	**214,189**	**55,060**	**174,630**	**30,365**
Hidalgo	319.3	.1368	25.4	11.8	15.2	14.5	20.8	87.9	1,269,415	355,613	74,223	214,189	55,060	174,630	30,365
• Edinburg	28.5	.0122	25.2	15.2	15.8	13.9	20.5	8.2	114,354	28,253	13,068	4,997	8,088	19,760	3,395
• McAllen	76.3	.0327	27.4	11.0	16.7	15.8	21.5	23.0	637,792	180,980	39,792	107,317	27,216	84,226	14,375
• Mission	25.2	.0108	27.6	11.4	14.0	13.6	26.1	7.4	77,172	34,620	3,330	4,881	3,433	14,559	3,154
SUBURBAN TOTAL	189.3	.0811	24.3	11.6	14.8	14.1	19.9	49.3	440,097	111,960	18,033	96,994	16,323	56,085	9,441
MIDLAND	**90.6**	**.0389**	**29.6**	**12.9**	**18.4**	**17.6**	**22.3**	**33.4**	**624,748**	**145,171**	**43,886**	**48,997**	**32,509**	**146,280**	**10,493**
Midland	90.6	.0389	29.6	12.9	18.4	17.6	22.3	33.4	624,748	145,171	43,886	48,997	32,509	146,280	10,493
• Midland	77.0	.0330	29.7	12.7	18.6	17.2	23.0	28.7	615,687	142,358	42,925	48,908	32,333	145,779	10,493
SUBURBAN TOTAL	13.6	.0059	28.4	13.6	17.6	19.8	18.6	4.7	9,061	2,813	961	89	176	501	
ODESSA	**125.7**	**.0539**	**28.2**	**14.5**	**18.3**	**17.1**	**20.4**	**46.0**	**940,291**	**219,395**	**96,347**	**148,792**	**34,176**	**193,084**	**11,419**
Ector	125.7	.0539	28.2	14.5	18.3	17.1	20.4	46.0	940,291	219,395	96,347	148,792	34,176	193,084	11,419
• Odessa	97.5	.0418	28.5	14.5	18.5	16.9	21.0	36.3	927,975	217,110	95,180	148,792	33,405	192,818	11,419
SUBURBAN TOTAL	28.2	.0121	27.0	14.5	17.6	17.8	18.1	9.7	12,316	2,285	1,167		771	266	
SAN ANGELO	**90.4**	**.0387**	**30.2**	**15.6**	**16.2**	**16.0**	**26.2**	**33.2**	**579,716**	**138,699**	**46,415**	**67,324**	**21,691**	**155,840**	**6,661**
Tom Green	90.4	.0387	30.2	15.6	16.2	16.0	26.2	33.2	579,716	138,699	46,415	67,324	21,691	155,840	6,661
• San Angelo	77.9	.0334	29.7	16.4	16.3	15.4	25.9	29.0	577,720	138,226	46,219	67,021	21,591	155,295	6,661
SUBURBAN TOTAL	12.5	.0053	33.8	10.5	15.0	19.7	28.5	4.2	1,996	473	196	303	100	545	

We cover our market!

84% penetration within Wichita Falls

52% penetration for 17 county RTZ

You'll like our readers, too!

In our $2 billion plus total market, we are read by:

94% of college educated group

79% of population ages 21-49

89% with $25,000 plus incomes

Average reader income is $22,900

Source: RMH Readership Survey 1982

Represented Nationally by CWO&O

Wichita Falls Times/Record News

TEXAS (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SAN ANTONIO	**1,130.1**	**.4844**	**28.6**	**13.6**	**17.1**	**16.7**	**22.3**	**380.7**	**5,485,801**	**1,322,585**	**542,181**	**802,609**	**215,158**	**941,593**	**106,714**
Bexar	1,038.5	.4451	28.2	13.9	17.4	16.5	21.8	348.2	5,114,896	1,188,471	511,413	787,919	200,969	864,147	98,242
• San Antonio	825.8	.3540	28.4	13.5	16.9	15.8	23.1	281.3	4,719,868	983,831	486,533	749,596	187,389	845,565	92,269
Comal	40.6	.0174	35.1	9.5	14.4	18.0	32.0	14.8	190,595	76,906	12,860	8,871	3,126	33,539	5,982
Guadalupe	51.0	.0219	31.1	12.4	14.9	18.4	25.9	17.7	180,310	57,208	17,908	5,819	11,063	43,907	2,490
SUBURBAN TOTAL	304.3	.1304	28.9	14.0	18.0	19.1	20.0	99.4	765,933	338,754	55,648	53,013	27,769	96,028	14,445
SHERMAN - DENISON	**92.5**	**.0397**	**33.9**	**11.7**	**15.0**	**17.0**	**31.3**	**35.8**	**422,808**	**110,864**	**29,396**	**56,534**	**12,941**	**78,861**	**15,200**
Grayson	92.5	.0397	33.9	11.7	15.0	17.0	31.3	35.8	422,808	110,864	29,396	56,534	12,941	78,861	15,200
• Denison	24.4	.0105	33.5	11.4	15.6	16.1	31.5	9.7	142,290	52,521	7,683	14,280	2,530	20,411	4,810
• Sherman	31.2	.0134	32.0	14.5	16.1	15.6	29.5	12.3	225,748	37,981	20,020	40,339	10,008	45,721	8,620
SUBURBAN TOTAL	36.9	.0158	36.0	9.6	13.7	18.9	32.5	13.8	54,770	20,362	1,693	1,915	403	12,729	1,770
TEXARKANA	**116.0**	**.0497**	**32.0**	**10.5**	**15.6**	**16.4**	**28.8**	**42.8**	**581,588**	**165,849**	**46,894**	**68,942**	**18,814**	**97,115**	**14,730**
Bowie	77.6	.0332	32.2	10.4	15.7	16.8	28.9	28.9	395,217	92,448	33,098	57,143	17,146	91,310	7,840
• Texarkana	32.0	.0137	32.4	11.2	15.7	13.9	32.1	12.7	309,954	55,500	26,326	56,130	16,400	85,772	6,056
Miller, Ark.	*38.4*	*.0165*	*31.4*	*10.5*	*15.5*	*15.6*	*28.8*	*13.9*	*186,371*	*73,401*	*13,796*	*11,799*	*1,668*	*5,805*	*6,890*
• *Texarkana*	*21.4*	*.0092*	*32.9*	*10.6*	*15.0*	*14.6*	*32.2*	*8.2*	*169,195*	*70,499*	*11,590*	*10,913*	*1,497*	*5,158*	*6,890*
SUBURBAN TOTAL	62.6	.0268	31.4	10.1	15.9	18.2	26.1	21.9	102,439	39,850	8,978	1,899	917	6,185	1,784
TYLER	**139.3**	**.0597**	**31.3**	**12.2**	**16.2**	**17.0**	**27.1**	**51.1**	**833,088**	**198,086**	**59,615**	**120,781**	**49,144**	**125,456**	**18,358**
Smith	139.3	.0597	31.3	12.2	16.2	17.0	27.1	51.1	833,088	198,086	59,615	120,781	49,144	125,456	18,358
• Tyler	75.7	.0324	30.8	13.7	16.5	15.9	27.2	28.6	773,355	183,310	57,887	118,805	48,173	118,627	17,594
SUBURBAN TOTAL	63.6	.0273	32.0	10.4	15.8	18.3	27.0	22.5	59,733	14,776	1,728	1,976	971	6,829	764
VICTORIA	**74.7**	**.0320**	**28.4**	**13.0**	**17.7**	**17.0**	**21.4**	**25.6**	**518,358**	**107,887**	**39,614**	**69,314**	**22,742**	**116,668**	**12,906**
Victoria	74.7	.0320	28.4	13.0	17.7	17.0	21.4	25.6	518,358	107,887	39,614	69,314	22,742	116,668	12,906
• Victoria	55.1	.0236	28.3	13.7	17.8	16.4	21.7	19.2	514,568	106,622	38,792	68,909	22,731	116,622	12,906
SUBURBAN TOTAL	19.6	.0084	28.8	11.1	17.3	18.8	20.6	6.4	3,790	1,265	822	405	11	46	
WACO	**178.9**	**.0767**	**30.7**	**16.2**	**14.8**	**15.3**	**28.3**	**66.1**	**992,933**	**239,310**	**82,952**	**110,142**	**41,209**	**215,119**	**29,077**
McLennan	178.9	.0767	30.7	16.2	14.8	15.3	28.3	66.1	992,933	239,310	82,952	110,142	41,209	215,119	29,077
• Waco	105.0	.0450	29.5	20.2	14.4	12.6	29.5	40.0	797,315	148,716	69,711	101,217	30,595	173,149	27,222
SUBURBAN TOTAL	73.9	.0317	32.2	10.6	15.1	19.0	26.7	26.1	195,618	90,594	13,241	8,925	10,614	41,970	1,855
WICHITA FALLS	**122.6**	**.0525**	**30.2**	**15.8**	**16.4**	**16.8**	**25.3**	**44.8**	**766,884**	**155,786**	**65,674**	**107,145**	**41,291**	**157,424**	**14,929**
Wichita	122.6	.0525	30.2	15.8	16.4	16.8	25.3	44.8	766,884	155,786	65,674	107,145	41,291	157,424	14,929
• Wichita Falls	95.2	.0408	29.6	17.0	17.2	15.7	25.1	34.9	698,929	133,058	62,864	106,213	39,090	135,815	12,963
SUBURBAN TOTAL	27.4	.0117	32.4	11.6	14.3	20.5	25.8	9.9	67,955	22,728	2,810	932	2,201	21,609	1,966
OTHER COUNTIES															
Anderson	43.3	.0186	31.5	14.3	16.9	14.6	29.5	13.9	180,520	49,235	9,888	12,480	5,419	44,507	7,444
Andrews	14.5	.0062	27.9	13.1	15.5	17.3	21.7	4.8	69,245	18,703	5,107	3,116	2,980	17,073	1,409
Angelina	69.6	.0298	30.0	11.7	16.1	16.9	25.1	24.0	330,745	97,826	19,655	20,531	14,634	60,999	11,954
Aransas	16.1	.0069	35.9	9.4	12.6	16.0	35.0	6.0	68,061	26,969	3,486	1,570	1,390	7,671	2,406
Archer	7.8	.0033	33.3	10.5	14.4	17.9	29.6	2.8	22,767	7,349	1,008	136	60	6,386	288
Armstrong	2.0	.0009	39.5	7.8	12.3	17.8	37.9	.8	4,518	1,544	144	489	75	718	64
Atascosa	27.3	.0117	29.7	10.6	14.1	16.5	26.0	9.0	78,616	22,486	5,407	6,115	1,149	14,226	1,377
Austin	19.4	.0083	35.5	9.2	13.6	16.2	34.4	7.1	70,496	23,067	3,664	4,023	2,456	14,883	1,804
Bailey	8.1	.0035	29.7	11.3	13.0	17.0	26.2	2.7	35,830	12,856	2,437	891	1,057	9,237	892
Bandera	8.0	.0034	41.5	7.5	11.7	17.5	40.0	3.2	14,812	4,645	527	77	157	3,258	
Bastrop	27.8	.0119	33.2	10.5	14.6	15.6	31.8	10.0	71,820	35,337	4,192	2,080	1,587	7,299	2,801
Baylor	4.9	.0021	42.7	7.7	11.7	15.5	42.7	2.0	19,039	5,202	1,122	402	159	4,595	800
Bee	27.1	.0117	27.3	15.0	16.2	15.4	22.0	8.7	107,263	25,091	6,395	5,773	3,355	25,922	1,798
Blanco	5.0	.0022	40.2	8.4	12.0	16.1	39.9	2.1	17,635	6,002	1,885		372	641	192
Borden	.9	.0003	32.6	9.7	12.6	19.2	27.8	.3	556						290

NUMBER ONE IN CIRCULATION!

#1

THE SAN ANTONIO
EXPRESS-NEWS

DAILY EXPRESS & NEWS 158,714
38,056 LEAD
DAILY LIGHT 120,658

SUNDAY EXPRESS-NEWS 190,462
5,257 LEAD
SUNDAY LIGHT 185,205

SOURCE:
Audit Bureau of Circulation Audit Report Sept. 30, 1982

Represented Nationally by Branham Newspaper Sales.

TEXAS (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bosque	14.3	.0062	45.3	7.6	11.2	14.1	46.3	5.9	44,188	13,434	1,583	2,028	715	13,089	3,318
Brewster	7.6	.0032	28.4	19.4	15.4	14.3	25.5	2.7	44,025	11,489	2,598	1,227	445	5,995	2,002
Briscoe	2.6	.0012	34.4	9.2	13.7	15.2	33.9	1.0	6,902	3,300	683	202		1,044	121
Brooks	8.7	.0037	29.9	11.4	13.0	15.8	27.5	2.7	35,747	10,020	2,983	1,534	1,384	10,248	85
Brown	35.6	.0152	33.5	11.7	14.2	15.5	32.3	13.6	174,271	42,079	9,743	20,176	5,792	40,824	4,872
Burleson	13.5	.0058	35.6	10.3	12.5	15.0	35.6	4.7	37,805	9,839	3,358	1,938	850	6,909	346
Burnet	19.8	.0085	42.2	7.6	11.7	14.8	42.6	8.0	80,719	19,158	2,868	7,391	2,669	16,897	2,625
Caldwell	24.5	.0105	28.7	15.4	13.7	13.8	27.6	7.9	82,854	21,267	4,560	3,125	1,508	26,903	1,661
Calhoun	20.4	.0088	29.3	12.3	15.1	18.1	23.3	7.0	90,055	28,917	4,701	3,653	3,819	16,671	2,732
Callahan	12.1	.0051	37.7	8.7	12.8	17.8	35.5	4.5	32,046	12,103	1,579	806	126	8,003	1,269
Camp	9.9	.0042	33.8	10.0	14.3	14.9	33.4	3.8	37,008	9,347	1,495	1,207	2,231	10,262	1,813
Carson	6.9	.0030	33.6	9.3	14.1	18.0	30.0	2.4	19,574	4,700	1,466		85	3,080	338
Cass	31.2	.0134	33.5	9.9	13.6	16.7	31.4	11.2	115,146	43,219	7,518	7,716	2,364	18,716	3,019
Castro	10.7	.0046	25.9	10.4	15.1	16.5	19.8	3.4	40,699	10,414	1,262	3,282	858	11,983	1,367
Chambers	20.9	.0089	28.8	11.7	17.9	18.0	20.9	7.3	86,597	27,101	6,182	1,212	590	23,601	1,862
Cherokee	40.4	.0173	34.9	10.5	13.5	16.1	33.8	14.5	129,427	39,236	4,110	8,530	3,515	34,728	3,293
Childress	7.2	.0031	39.4	8.8	12.0	15.8	39.0	2.8	32,030	9,387	2,237	3,501	883	4,488	975
Clay	10.1	.0043	37.2	9.8	12.7	18.3	34.5	3.9	24,219	6,964	2,689	892	207	3,727	1,584
Cochran	4.8	.0021	28.0	11.1	12.7	16.9	24.1	1.5	14,489	4,156	137	656	248	4,801	693
Coke	3.2	.0014	45.0	7.9	9.9	16.0	44.3	1.3	15,725	2,085	671	112	29	9,990	128
Coleman	10.6	.0045	43.1	8.3	10.8	13.8	44.0	4.3	39,548	14,213	1,985	1,154	150	6,707	1,772
Collingsworth	4.6	.0020	36.9	9.1	12.2	14.1	37.7	1.8	16,112	4,231	386	1,854	237	1,078	1,385
Colorado	19.5	.0083	35.5	10.4	13.3	15.8	34.7	7.4	99,766	20,413	7,456	2,855	1,764	34,211	1,941
Comanche	13.0	.0056	41.4	7.8	11.7	15.8	41.3	5.0	54,006	26,373	1,506	4,854	865	10,681	1,280
Concho	2.9	.0012	38.8	7.7	12.6	13.8	40.1	1.1	29,385	3,715	816	444		18,741	113
Cooke	29.4	.0126	32.1	11.9	14.9	15.7	30.1	10.9	163,578	39,988	9,842	5,532	4,556	30,473	3,939
Cottle	2.9	.0012	39.5	8.4	11.6	15.7	39.4	1.2	8,383	3,038	402	131	394	1,715	355
Crane	4.8	.0021	28.1	12.2	15.0	16.7	22.9	1.7	16,320	5,006	1,923	561	87	2,433	429
Crockett	5.0	.0021	28.7	11.5	15.8	17.8	22.3	1.7	33,506	9,554	883	1,008	830	4,024	938
Crosby	8.8	.0038	30.4	11.0	11.1	16.8	28.1	2.9	16,464	5,136	437	1,197	666	4,821	787
Culberson	3.3	.0014	25.4	12.1	14.6	17.1	18.8	1.0	18,598	1,794	1,520	266	61	1,665	174
Dallam	6.7	.0029	30.2	10.7	14.9	16.6	26.2	2.5	52,562	11,196	3,043	1,370	432	11,639	824
Dawson	16.3	.0070	30.4	10.6	14.0	15.9	27.7	5.5	76,531	18,314	8,738	4,717	3,390	16,621	1,919
Deaf Smith	21.8	.0093	26.5	11.0	15.4	16.5	20.4	6.8	86,052	27,820	8,527	4,889	4,818	18,675	1,266
Delta	4.9	.0021	43.4	7.4	10.0	14.4	44.8	1.9	9,863	3,397	70	421	330	3,332	706
De Witt	19.2	.0082	37.9	9.2	12.5	13.9	38.8	7.2	76,947	22,106	3,743	5,966	963	13,914	3,531
Dickens	3.5	.0015	39.6	8.3	10.8	15.0	39.9	1.4	18,284	3,489	558	625	101	4,040	819
Dimmit	12.3	.0053	25.9	11.5	14.9	13.8	22.6	3.5	41,356	16,875	2,907	3,352	410	1,431	320
Donley	4.3	.0018	40.7	11.1	10.9	14.8	41.5	1.6	23,381	3,288	1,618	2,340	453	10,206	648
Duval	12.9	.0056	29.5	11.0	12.8	14.6	28.4	4.0	31,698	15,521	2,385	273	346	4,066	546
Eastland	20.2	.0086	40.1	11.7	11.7	14.1	40.9	8.1	67,572	17,939	3,947	5,352	1,628	10,467	3,249
Edwards	2.0	.0009	31.7	7.6	12.9	17.4	28.3	.7	4,066	2,258	189	70			99
Erath	24.0	.0103	33.9	16.0	13.6	14.3	34.1	9.7	123,624	29,092	9,579	11,750	2,458	27,443	8,899
Falls	18.3	.0078	40.0	9.4	11.5	13.6	40.9	7.2	59,508	19,501	3,703	2,054	1,693	8,887	1,469
Fannin	24.9	.0107	40.6	8.7	11.6	15.7	40.5	9.9	108,410	28,404	2,878	5,843	1,812	43,208	2,417
Fayette	19.8	.0085	42.3	9.2	12.2	13.7	43.2	8.0	80,658	27,338	10,999	3,293	1,489	14,009	1,770
Fisher	5.9	.0025	39.1	7.8	11.4	15.5	39.1	2.2	13,748	4,481	882	1,123	332	3,292	816
Floyd	9.6	.0041	31.6	9.7	12.2	16.4	29.5	3.3	31,485	7,283	917	1,040	158	6,369	1,198
Foard	2.1	.0009	43.0	7.6	11.4	14.6	43.3	.9	5,384	2,344	46		33	907	
Franklin	7.4	.0032	37.7	8.6	13.3	16.0	37.0	2.9	17,616	3,199	936	819	1,499	3,371	558
Freestone	16.3	.0070	35.7	9.4	13.1	14.3	36.5	6.0	78,003	21,456	3,682	3,407	1,231	16,688	4,827
Frio	14.6	.0062	26.1	11.2	14.0	14.7	22.8	4.2	49,502	22,024	2,755	368	2,051	10,366	1,938
Gaines	13.8	.0060	27.4	11.7	14.6	17.3	21.6	4.5	39,364	16,440	2,323	417	374	6,767	1,687
Garza	5.4	.0023	31.5	10.4	13.4	16.5	28.8	1.9	20,858	8,730	1,606	1,104	324	1,992	694
Gillespie	14.4	.0062	41.9	8.1	11.6	15.5	41.9	5.6	62,837	15,969	5,508	4,794	3,372	9,804	1,841
Glasscock	1.3	.0005	26.1	10.7	15.5	16.3	20.0	.4	1,835	916	118				
Goliad	5.3	.0023	33.5	10.0	13.3	15.3	32.7	1.8	15,915	5,030	1,343	381	280	3,039	458
Gonzales	17.2	.0074	34.2	10.0	12.6	14.5	34.5	6.1	57,730	18,467	4,034	3,494	2,069	11,334	2,045
Gray	26.7	.0114	34.1	11.0	14.4	17.4	31.3	10.5	144,097	42,899	14,183	8,292	6,113	32,287	3,638

The Papert Companies

......a newspaper advertising SALES organization!

TEXAS (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Grimes	14.9	.0064	33.6	10.5	13.6	14.3	33.8	5.2	45,116	14,318	3,676	2,088	634	5,740	996
Hale	39.2	.0168	29.0	12.1	14.5	16.1	25.2	13.1	213,899	60,101	10,729	19,886	12,442	44,397	8,963
Hall	5.6	.0024	38.6	8.1	12.2	14.8	39.1	2.2	16,955	4,494	795	902	291	4,717	938
Hamilton	8.7	.0037	47.0	7.3	10.5	14.5	47.1	3.7	28,331	6,446	1,657	991	2,022	4,431	1,400
Hansford	6.2	.0027	31.0	10.5	15.9	19.2	24.5	2.3	36,506	8,346	1,852	2,062	748	14,935	1,076
Hardeman	6.3	.0027	39.5	8.3	11.2	14.6	40.2	2.5	17,082	8,303	1,144	304	154	1,902	267
Hartley	4.4	.0018	33.8	7.5	14.4	19.5	28.8	1.4	5,885	637	65		62	2,617	
Haskell	7.7	.0033	41.4	8.1	10.8	14.3	41.8	3.0	33,747	9,555	1,623	1,220	2,656	7,928	1,111
Hemphill	6.3	.0027	27.7	14.0	17.3	16.2	21.2	2.2	32,662	10,999	2,599	42	34	5,104	2,720
Henderson	48.2	.0207	38.4	9.6	11.9	16.5	37.4	18.7	154,988	38,314	7,360	13,921	2,176	31,680	3,428
Hill	26.0	.0112	39.9	9.1	11.8	14.7	40.4	10.1	96,372	36,545	5,483	2,685	2,135	13,993	4,359
Hockley	24.5	.0105	27.0	14.7	14.8	16.1	22.1	8.2	96,031	24,217	6,217	3,363	2,422	21,174	3,539
Hood	21.7	.0093	36.2	10.0	14.6	16.9	34.5	8.5	96,732	14,126	7,439	5,426	1,541	43,870	2,317
Hopkins	26.8	.0115	34.3	10.2	14.8	15.9	33.0	10.2	101,588	25,758	5,324	7,910	2,487	29,120	3,797
Houston	23.5	.0100	34.2	9.9	18.7	15.7	32.8	8.0	86,015	26,009	2,574	1,203	3,394	31,487	2,293
Howard	32.0	.0137	32.8	11.5	14.6	17.9	28.9	12.1	284,917	56,790	23,198	16,253	5,055	86,167	4,054
Hudspeth	2.8	.0012	26.6	11.5	14.2	16.5	21.5	.8	3,842	994	369	132			31
Hunt	58.8	.0252	33.2	13.5	13.5	17.7	29.9	21.8	246,197	66,786	16,293	18,190	9,005	49,501	7,345
Hutchinson	27.3	.0117	33.1	11.2	15.1	16.0	31.2	10.4	112,779	41,398	7,722	4,180	3,644	23,468	3,510
Irion	1.5	.0007	33.3	9.4	13.8	18.3	29.3	.5	7,192	932	75				
Jack	7.8	.0033	36.2	10.0	13.8	15.6	35.8	3.0	29,169	6,206	1,920	409	536	7,576	1,330
Jackson	13.7	.0059	32.3	11.3	13.9	16.6	29.7	5.0	49,540	20,239	3,074	1,763	804	9,651	1,126
Jasper	33.0	.0141	32.3	10.1	13.9	17.0	29.3	11.8	167,359	58,373	5,856	12,075	4,398	50,684	6,148
Jeff Davis	1.7	.0008	33.9	9.2	14.8	17.4	31.0	.6	1,746	601	243				49
Jim Hogg	5.4	.0023	29.1	10.6	13.8	15.6	26.3	1.8	18,037	7,694	1,092	767	356	3,047	243
Jim Wells	37.8	.0162	28.1	11.8	15.2	16.0	23.5	12.0	194,464	66,860	11,866	9,932	6,915	45,781	4,458
Jones	17.8	.0076	36.9	8.6	12.3	16.0	36.1	6.6	67,702	15,981	2,242	3,923	1,365	18,670	2,019
Karnes	13.8	.0059	31.7	11.2	13.1	14.0	31.6	4.7	53,289	17,435	5,444	2,470	2,699	11,257	902
Kendall	12.0	.0052	37.0	8.3	12.5	20.1	32.8	4.2	44,666	16,347	4,719	963	149	8,425	836
Kenedy	.5	.0002	30.1	14.8	9.4	16.2	29.2	.2	1,164		94	752			
Kent	1.1	.0004	41.4	9.8	10.6	15.3	40.4	.4	2,567	245	28	40		887	
Kerr	31.9	.0137	42.8	8.9	11.6	14.8	43.2	12.5	124,494	33,946	7,179	8,275	5,710	14,684	1,864
Kimble	4.1	.0018	39.4	7.9	11.5	16.4	38.8	1.6	27,777	7,375	3,935	868	511	5,070	401
King	.4	.0001	28.4	12.3	17.0	16.7	22.1	.2	2,291		113	37			
Kinney	2.3	.0010	33.7	8.8	12.6	13.5	34.8	.8	4,633	2,570	210	51	34	113	42
Kleberg	33.8	.0145	25.0	19.6	17.7	14.3	18.0	10.7	166,212	66,496	13,690	4,074	6,466	29,195	2,049
Knox	5.2	.0022	40.4	8.6	10.6	14.5	40.7	1.9	18,025	6,435	1,191	354	96	1,503	1,011
Lamar	44.3	.0190	34.3	10.5	13.4	16.7	32.3	16.8	206,855	55,593	14,100	27,349	7,150	23,439	8,344
Lamb	19.3	.0083	31.6	10.0	13.1	15.8	29.8	6.7	66,167	23,041	2,618	3,790	1,613	14,620	2,440
Lampasas	12.8	.0055	34.6	9.1	13.7	17.7	31.8	4.8	47,259	13,379	3,210	4,172	1,824	10,074	1,022
La Salle	5.8	.0025	28.4	10.8	13.6	15.6	25.4	1.9	18,747	2,894	1,352	3,554	350	886	294
Lavaca	19.6	.0084	39.5	9.1	12.1	14.0	40.4	7.5	64,919	22,312	2,583	2,215	3,149	12,027	1,889
Lee	12.4	.0053	33.8	10.5	12.8	15.1	33.4	4.4	37,235	11,302	3,377	964	3,342	3,122	634
Leon	10.1	.0043	42.4	8.0	11.0	14.1	43.1	4.2	22.811	5,696	2,157	630	1,291	937	437
Limestone	21.2	.0091	37.9	10.2	13.0	14.8	38.3	7.7	82,880	42,835	2,786	1,352	1,276	11,547	2,454
Lipscomb	4.0	.0017	32.3	9.4	15.3	17.4	28.4	1.4	13,035	3,609	669	389	40	4,440	195
Live Oak	10.7	.0046	32.2	10.9	14.4	16.4	29.5	3.6	40,169	9,877	2,001	1,203	201	12,017	201
Llano	11.2	.0048	55.8	5.6	9.0	13.0	57.0	4.8	39,342	14,686	4,347	1,766	1,456	5,485	1,127
Loving	.1	.0001	44.5	10.0	8.0	25.0	43.0	.1	204		120				
Lynn	8.6	.0037	30.6	10.3	12.2	16.8	27.8	2.8	19,273	3,900	980	284	728	8,513	418
McCulloch	8.9	.0038	40.7	7.9	11.6	14.2	41.4	3.5	46,535	9,068	2,293	5,884	1,394	13,989	936
McMullen	.8	.0003	37.2	9.5	13.0	18.4	34.5	.3	654	243	49			69	
Madison	11.6	.0050	26.3	26.3	10.5	12.1	28.8	3.4	55,481	12,935	3,228	1,068	823	13,521	1,869
Marion	11.0	.0047	36.2	10.0	12.1	15.3	35.9	4.3	25,149	7,151	762	477	650	3,618	1,678
Martin	4.7	.0020	31.3	9.4	13.2	17.5	27.6	1.6	32,367	5,283	533	112	301	11,415	658
Mason	3.8	.0017	42.7	7.3	12.0	15.1	42.9	1.5	9,689	3,494	873	43	64	1,240	332
Matagorda	41.6	.0178	29.1	13.1	16.9	16.1	23.9	14.8	169,365	49,783	11,051	6,015	3,609	47,560	1,860
Maverick	36.4	.0156	23.7	12.0	14.5	15.4	17.9	9.1	113,573	35,104	5,253	13,723	6,685	6,390	5,131
Medina	24.2	.0104	31.9	9.7	13.9	16.5	29.1	8.1	79,600	30,809	5,262	2,348	1,072	18,353	1,573
Menard	2.3	.0009	41.1	7.1	12.0	14.4	41.9	.9	3,972	1,813	241			369	204
Milam	23.9	.0102	34.8	9.5	12.9	15.3	34.4	8.7	65,490	23,697	4,012	5,283	1,064	10,763	983
Mills	4.6	.0020	46.8	7.3	10.4	14.4	47.1	1.9	11,806	3,291	635	434	716	1,896	302
Mitchell	9.2	.0039	35.2	9.1	12.6	13.7	36.4	3.4	32,641	9,659	2,448	945	1,001	5,951	1,491
Montague	18.2	.0078	40.1	9.0	11.7	15.8	39.9	7.2	75,049	27,684	3,746	3,281	2,014	16,500	2,178
Moore	17.6	.0076	28.5	11.4	16.0	17.6	22.0	6.0	87,435	27,996	6,625	3,192	6,366	19,822	2,086
Morris	15.7	.0067	32.1	11.2	15.1	16.5	29.1	5.6	55,883	14,303	1,262	3,507	1,992	18,399	1,922
Motley	1.9	.0008	43.1	7.4	12.6	12.5	44.3	.8	6,666	1,307	45	125	32	585	231
Nacogdoches	50.0	.0214	27.2	23.6	15.5	13.7	24.2	18.1	224,299	60,700	17,191	20,170	12,505	33,303	7,545
Navarro	37.3	.0160	35.8	10.0	13.4	15.2	35.6	14.3	228,775	46,059	12,814	19,038	7,710	54,723	6,690
Newton	14.0	.0060	31.2	9.7	13.6	16.4	28.5	4.9	22,979	6,761	490	301		4,132	271
Nolan	18.0	.0077	33.5	9.7	14.6	15.9	31.8	6.6	114,592	38,100	6,930	9,566	2,397	15,710	4,842
Ochiltree	9.9	.0042	29.3	13.0	17.3	17.0	23.1	3.6	50,748	16,196	2,101	763	2,012	12,719	1,518
Oldham	2.3	.0010	26.2	8.7	14.2	17.0	20.6	.7	5,672	764	641	95			33
Palo Pinto	22.9	.0098	34.7	10.4	13.8	16.8	32.8	8.8	151,639	55,626	7,364	4,784	3,938	26,947	6,385
Panola	22.6	.0097	33.6	11.0	13.9	16.6	31.5	8.1	76,808	25,253	3,375	10,689	1,315	10,399	3,764
Parmer	11.3	.0049	28.1	10.6	14.9	17.4	22.3	3.5	39,175	12,227	1,613	3,650	90	7,085	5,171
Pecos	15.4	.0066	26.6	12.2	15.3	17.2	20.0	4.6	86,078	28,250	5,852	3,846	1,266	8,892	1,465
Polk	27.7	.0118	36.2	9.1	12.4	15.3	36.0	10.4	135,987	35,243	5,282	6,582	2,887	33,207	2,319
Presidio	5.3	.0022	31.3	8.9	11.7	15.8	29.9	1.8	21,178	6,609	832	2,154	433	3,664	61
Rains	5.2	.0023	39.7	8.8	11.9	16.6	39.0	2.2	12,947	7,660	670	1,326	1,115	81	185
Reagan	4.5	.0020	25.5	13.0	17.9	14.6	18.4	1.4	17,239	5,687	595	801	34	4,285	153

TEXAS (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Real	2.6	.0011	36.9	8.3	10.8	17.5	35.0	.9	6,201	809	880	50		1,170	86
Red River	16.7	.0071	37.3	8.7	12.5	14.7	37.7	6.4	52,948	21,208	1,548	3,613	1,355	4,414	1,385
Reeves	15.8	.0068	26.3	11.8	15.0	16.1	20.8	4.9	63,478	20,045	5,518	3,143	1,606	13,994	1,307
Refugio	9.3	.0040	32.0	11.2	13.1	16.3	29.7	3.2	35,353	7,436	3,053	715	459	9,451	1,589
Roberts	1.3	.0005	31.7	8.0	15.5	18.8	26.2	.4	1,941	1,256	31				
Robertson	14.9	.0064	36.5	9.2	11.4	13.1	38.3	5.8	44,843	18,555	2,269	1,270	670	7,584	2,239
Runnels	11.9	.0051	37.9	8.9	11.5	14.8	38.3	4.6	49,792	14,349	1,817	3,488	2,447	11,174	1,401
Rusk	44.2	.0189	34.2	10.1	14.2	15.3	33.6	16.1	143,925	36,118	6,766	14,367	5,160	34,372	4,980
Sabine	9.2	.0040	40.1	9.4	10.5	15.2	40.3	3.6	34,854	14,943	1,855	973	867	5,471	372
San Augustine	9.0	.0038	37.9	9.0	11.0	15.6	37.6	3.4	32,584	8,998	774	1,142	1,859	8,077	1,232
San Jacinto	13.1	.0057	34.3	8.9	12.9	17.7	31.4	5.0	15,068	7,855	230	48	73	3,330	148
San Saba	6.0	.0025	40.8	6.8	12.0	14.3	41.6	2.5	16,958	5,650	385	353	207	3,449	669
Schleicher	3.1	.0014	31.2	11.3	15.1	16.7	27.5	1.0	5,877	2,747	489	197		266	257
Scurry	19.2	.0082	30.9	12.6	14.6	16.3	27.7	7.0	112,744	27,881	8,952	8,125	4,764	19,675	2,755
Shackelford	4.3	.0018	35.2	10.0	13.6	15.0	35.2	1.6	16,465	4,340	512		92	4,315	435
Shelby	24.3	.0104	35.9	9.7	12.6	15.9	35.2	9.2	94,257	29,642	2,810	6,004	2,650	19,339	2,522
Sherman	3.0	.0013	32.9	9.6	14.6	19.2	27.8	1.1	15,880	6,490	583	49	199	2,572	56
Somervell	4.7	.0021	31.1	11.8	17.1	15.4	28.0	1.8	22,843	14,497	1,232	205	463	333	342
Starr	31.1	.0133	24.2	11.5	13.0	15.5	20.1	8.0	75,911	33,345	2,677	4,167	4,289	9,635	1,687
Stephens	10.7	.0046	35.3	10.0	13.9	16.1	34.2	4.3	45,277	13,554	3,644	1,742	1,418	12,778	2,880
Sterling	1.2	.0005	31.3	10.6	14.4	15.3	29.4	.4	4,536	1,561	155				
Stonewall	2.4	.0010	41.2	8.6	11.3	15.8	40.8	1.0	6,278	835	663	88	30	1,071	193
Sutton	6.0	.0026	28.2	11.6	18.7	17.4	19.8	1.9	43,597	12,202	5,420	736	234	16,127	1,000
Swisher	9.6	.0041	31.5	10.1	12.6	16.9	28.7	3.4	32,260	6,363	2,868	2,103	935	10,137	1,504
Terrell	1.6	.0007	32.2	8.9	15.3	17.8	28.0	.6	7,048	215	903	1,286	30	877	118
Terry	14.9	.0064	29.2	11.2	13.6	16.8	25.3	5.1	99,977	22,194	3,955	4,076	2,199	34,923	2,641
Throckmorton	2.0	.0009	42.9	7.5	10.5	16.9	43.0	.9	3,127	904	262			210	112
Titus	23.2	.0099	32.7	10.9	14.5	15.6	31.0	8.4	170,316	33,611	12,585	21,708	5,927	38,553	4,691
Trinity	10.1	.0043	39.9	8.3	11.3	15.3	40.0	4.0	46,403	13,796	1,587	1,396	134	16,035	2,576
Tyler	17.5	.0075	37.0	8.7	11.5	16.4	36.0	6.5	50,775	20,865	2,978	981	364	10,737	306
Upshur	31.7	.0136	32.9	10.2	14.4	16.8	30.2	11.4	103,017	22,547	2,239	4,739	1,148	23,888	2,925
Upton	4.7	.0020	27.7	12.7	15.1	16.1	22.8	1.6	11,395	5,174	1,264	268	91	366	570
Uvalde	24.1	.0103	28.7	11.9	14.0	15.8	25.4	7.6	92,463	40,021	6,122	3,281	1,820	12,226	1,758
Val Verde	38.8	.0167	25.7	13.1	16.5	16.0	19.6	11.5	136,146	33,769	8,647	10,026	5,825	23,833	1,276
Van Zandt	34.7	.0148	38.0	8.5	12.2	17.7	36.1	13.1	117,217	31,853	4,571	2,127	793	42,110	3,188
Walker	46.2	.0199	28.8	24.3	21.5	17.7	19.1	13.5	193,616	53,760	28,860	10,605	5,693	33,393	7,000
Ward	14.6	.0062	28.7	11.7	15.8	17.0	23.0	4.9	66,471	16,874	3,724	2,337	2,119	12,853	1,094
Washington	23.2	.0100	34.6	12.8	13.3	14.8	34.7	8.3	117,487	49,474	4,920	5,431	3,886	25,873	2,638
Wharton	41.9	.0179	30.9	11.9	14.9	15.9	28.0	14.9	205,122	61,933	19,190	14,509	6,045	43,241	5,528
Wheeler	7.5	.0033	35.9	9.7	12.7	16.6	34.5	3.0	38,867	10,943	1,540	746	790	8,810	1,132
Wilbarger	16.3	.0070	36.3	10.2	13.3	14.9	36.5	6.1	74,692	17,669	4,699	8,184	3,421	15,460	2,111
Willacy	18.2	.0078	26.0	11.6	14.0	14.2	23.2	4.9	48,581	10,661	2,073	684	831	20,875	1,321
Wilson	18.2	.0078	31.3	10.2	14.2	16.8	27.9	6.1	43,867	11,371	1,969	1,249	1,115	16,575	969
Winkler	10.3	.0044	29.2	11.8	14.7	16.7	24.7	3.5	47,014	17,537	3,012	2,323	2,733	11,012	726
Wise	29.3	.0125	33.5	10.2	14.2	18.9	29.0	10.5	88,833	33,359	3,251	4,843	1,443	23,695	3,118
Wood	27.1	.0116	38.4	10.5	11.9	15.6	38.2	10.2	97,298	27,147	4,835	2,281	2,786	23,649	2,587
Yoakum	8.7	.0038	27.7	12.0	16.5	16.9	21.1	3.0	29,497	11,467	924	729	593	8,317	371
Young	20.7	.0088	35.8	10.0	14.0	16.2	34.7	8.2	92,379	24,253	3,414	6,211	2,904	22,368	2,933
Zapata	7.5	.0033	31.3	9.6	11.7	13.2	32.5	2.3	10,984	4,583	1,354		67	559	136
Zavala	11.8	.0050	24.9	11.3	14.3	13.6	22.0	3.2	23,186	10,023	1,743	1,357	791	1,703	1,331
TOTAL METRO COUNTIES	**12,199.1**	**5.2292**	**28.6**	**14.2**	**18.8**	**17.5**	**20.5**	**4,342.6**	**70,201,520**	**15,550,415**	**6,522,357**	**9,387,796**	**3,108,661**	**14,108,535**	**1,992,876**
TOTAL STATE	**15,297.2**	**6.5569**	**29.3**	**13.6**	**17.7**	**17.2**	**22.7**	**5,447.9**	**82,731,512**	**19,260,521**	**7,287,280**	**10,101,413**	**3,469,769**	**16,820,955**	**2,361,901**

TEXAS

ESTIMATES

EFFECTIVE BUYING INCOME 1982

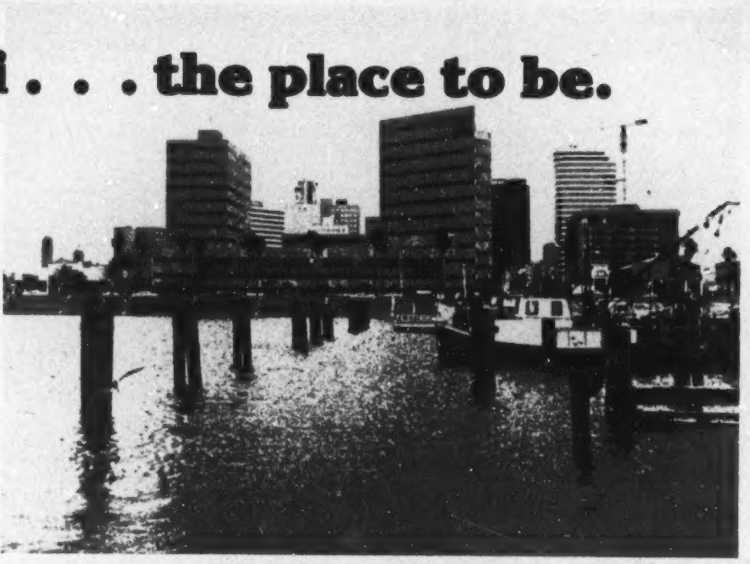
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ABILENE	**1,055,410**	**20,620**	**28.2**	**31.3**	**13.3**	**7.0**	**.0542**
Taylor	1,055,410	20,620	28.2	31.3	13.3	7.0	.0542
• Abilene	933,817	20,663	28.4	31.5	13.2	7.0	.0493
SUBURBAN TOTAL	121,593	20,299	26.3	29.6	14.1	7.0	.0049
AMARILLO	**1,850,043**	**22,333**	**25.4**	**32.4**	**15.2**	**8.3**	**.0965**
Potter	856,038	18,361	30.3	31.6	9.6	4.0	.0531
• Amarillo	1,541,671	21,282	26.9	33.2	13.7	6.6	.0852
Randall	994,005	28,701	19.0	33.1	22.6	14.0	.0434
SUBURBAN TOTAL	308,372	34,007	13.8	25.7	26.7	21.6	.0113
AUSTIN	**5,821,184**	**21,895**	**25.1**	**29.3**	**15.9**	**9.1**	**.2737**
Hays	335,231	18,272	29.0	25.6	13.1	6.6	.0159
Travis	4,682,260	21,642	25.7	29.1	15.3	9.4	.2243
• Austin	3,719,367	20,275	27.0	29.1	13.7	7.9	.1932
Williamson	803,693	25,606	20.1	33.0	20.5	8.2	.0335
SUBURBAN TOTAL	2,101,817	26,048	21.1	29.9	20.5	11.5	.0805
BEAUMONT - PORT ARTHUR	**3,903,972**	**26,144**	**19.2**	**31.0**	**20.6**	**10.1**	**.1868**
Hardin	405,411	25,997	17.8	34.3	20.2	7.9	.0182

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Jefferson	2,628,663	25,350	20.0	29.6	20.0	10.4	.1295
• Beaumont	1,224,456	23,584	21.4	27.7	18.3	10.8	.0685
• Port Arthur	585,192	21,721	21.3	30.8	16.1	6.7	.0290
Orange	869,898	28,307	17.6	33.3	23.1	10.3	.0391
SUBURBAN TOTAL	2,094,324	28,820	17.1	33.1	23.8	10.8	.0893
BRAZORIA	**2,009,111**	**30,942**	**15.3**	**33.0**	**26.2**	**13.4**	**.0847**
Brazoria	2,009,111	30,942	15.3	33.0	26.2	13.4	.0847
SUBURBAN TOTAL	2,009,111	30,942	15.3	33.0	26.2	13.4	.0847
BROWNSVILLE - HARLINGEN	**1,425,402**	**17,194**	**29.0**	**27.1**	**10.4**	**5.6**	**.0772**
Cameron	1,425,402	17,194	29.0	27.1	10.4	5.6	.0772
• Brownsville	566,747	17,189	28.4	26.9	10.5	5.7	.0355
• Harlingen	323,087	17,753	29.4	27.7	10.4	6.1	.0182
SUBURBAN TOTAL	535,568	16,876	29.7	26.7	10.2	5.1	.0235
BRYAN - COLLEGE STATION	**960,665**	**19,335**	**26.0**	**25.4**	**13.5**	**9.5**	**.0445**
Brazos	960,665	19,335	26.0	25.4	13.5	9.5	.0445
• Bryan	463,622	21,416	25.3	28.9	14.0	10.3	.0221
• College Station	359,398	15,396	27.3	19.8	11.2	8.6	.0181
SUBURBAN TOTAL	137,645	23,741	24.1	30.2	18.4	9.8	.0043

Corpus Christi . . . the place to be.



Our Gulf Coast city is a beehive of activity with a new convention center, hotels and restaurants. Two new oil refineries. New high rise office construction everywhere you look and a hearty, active 342.8 thousand consumers with an effective buying income of $2.9 billion a year.

The Caller and Times, Corpus Christi's number one advertising media, is changing too. With 70% penetration daily we reach 83% of all adults each week. And now we offer virtually every household in our SMSA with direct mail supplements to all non-subscribers.

When you buy Texas, don't overlook Corpus Christi, the state's seventh largest market.

Get it all

The Caller and Times

Sources: ABC Publishers Statement 3-30-83
1982 S&MM Survey of Buying Power

TEXAS (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CORPUS CHRISTI	**2,900,167**	**22,258**	**24.5**	**30.8**	**16.1**	**8.2**	**.1409**
Nueces	2,455,731	22,649	24.3	30.5	16.7	8.7	.1183
• Corpus Christi	2,188,051	22,968	24.1	31.0	16.8	8.9	.1065
San Patricio	444,436	20,467	25.5	31.7	13.6	5.7	.0226
SUBURBAN TOTAL	712,116	20,382	25.4	30.3	14.2	6.3	.0344

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
DALLAS	**22,941,172**	**25,217**	**22.7**	**31.5**	**18.4**	**11.9**	**1.0582**
Collin	1,848,616	31,846	15.7	29.3	26.4	17.0	.0723
Plano	1,005,005	37,437	10.4	28.1	34.5	21.3	.0370
Dallas	18,153,705	24,514	23.7	32.0	17.3	11.5	.8641
Carrollton	551,020	33,075	14.5	33.9	29.7	15.7	.0206

Fort Worth/Dallas

A minimum 2-paper buy.

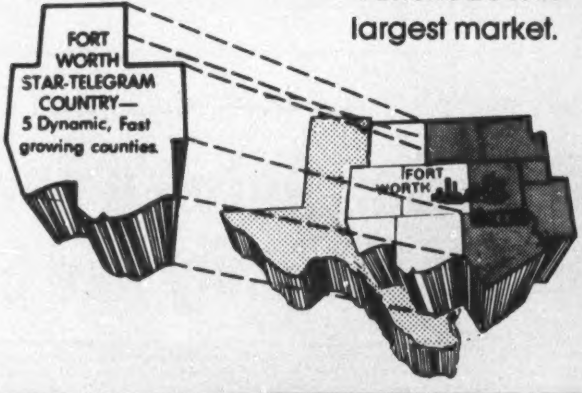
Facts You Should Know:

- You must cover the Fort Worth metro area, an $11.3 billion E.B.I. market, to reach the Fort Worth/Dallas SMSA.
- ONLY the Star-Telegram covers the Fort Worth metro Market.

Newspaper Coverage—Fort Worth Metro Area

	Daily	Sunday
Fort Worth Star-Telegram	54%	61%
Dallas Morning News	5%	7%
Dallas Times-Herald	3%	4%

America's 10th largest market.


FORT WORTH STAR-TELEGRAM COUNTRY— 5 Dynamic, Fast growing counties.
FORT WORTH

- **The Fort Worth Star-Telegram ...it's your natural first buy for the market!**

(Pick either Dallas paper to complete the buy.)

Consult SRDS, NRD for unduplicated readership.

Fort Worth Star-Telegram

The *First* Buy for the Market
Box 1870, Fort Worth, Texas 76101
Represented nationally by Sawyer-Ferguson-Walker
Internationally by TOWMAR

Sources: March 31, 1982, ABC Audit Reports
Sales and Marketing Management
© Survey of Buying Power.: July 1983.

TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Dallas	10,230,101	21,512	26.9	29.5	13.6	10.7	.4923
Garland	1,662,760	29,621	17.1	39.4	25.3	10.3	.0690
Grand Prairie	750,075	25,706	21.7	37.0	20.1	8.0	.0300
• Irving	1,266,532	26,431	23.0	37.3	19.5	10.2	.0624
Mesquite	686,975	28,361	19.1	39.8	24.0	7.9	.0389
Richardson	1,094,959	37,063	12.6	27.2	30.7	24.0	.0608
Denton	1,834,548	28,856	18.8	30.7	22.8	13.7	.0723
• Denton	556,954	20,467	25.4	27.4	13.9	9.7	.0270
Ellis	548,296	23,037	21.8	32.0	17.3	7.1	.0247
Kaufman	346,934	20,662	23.8	28.9	15.8	6.8	.0167
Rockwall	209,073	30,398	15.1	29.7	22.2	18.4	.0081
SUBURBAN TOTAL	10,887,585	29,466	17.8	33.4	23.8	13.6	.4765
DALLAS - FORT WORTH CONSOLIDATED AREA	***33,697,232***	***25,138***	***22.7***	***32.0***	***18.4***	***11.3***	***1.5616***
EL PASO	**3,569,922**	**18,553**	**30.7**	**28.8**	**11.5**	**5.7**	**.1860**
El Paso	3,569,922	18,553	30.7	28.8	11.5	5.7	.1860
• El Paso	3,231,278	18,811	29.7	29.1	11.9	5.9	.1717
SUBURBAN TOTAL	338,644	16,541	39.2	26.5	7.5	4.1	.0143
FORT WORTH - ARLINGTON	**10,756,060**	**24,983**	**22.6**	**32.9**	**18.6**	**10.0**	**.5034**
Johnson	697,923	24,606	21.8	34.1	19.0	7.2	.0303
Parker	445,822	22,987	22.8	32.8	16.6	7.4	.0200
Tarrant	9,612,315	25,114	22.7	32.9	18.6	10.3	.4531
• Arlington	2,138,866	28,238	20.3	34.0	22.4	12.2	.1114
• Fort Worth	3,746,148	20,664	26.8	30.2	13.5	8.0	.1825
SUBURBAN TOTAL	4,871,046	27,545	19.6	35.1	21.5	10.8	.2095
GALVESTON - TEXAS CITY	**2,195,458**	**26,727**	**20.4**	**29.1**	**21.7**	**12.4**	**.0983**
Galveston	2,195,458	26,727	20.4	29.1	21.7	12.4	.0983
• Galveston	633,010	20,190	25.9	27.5	14.7	8.3	.0318
• Texas City	446,879	28,900	19.1	30.8	25.3	11.0	.0216
SUBURBAN TOTAL	1,115,569	30,864	17.0	29.5	25.4	16.0	.0449
HOUSTON	**34,768,591**	**27,689**	**19.9**	**31.0**	**21.1**	**14.2**	**1.5966**
Fort Bend	1,854,984	34,168	13.4	28.2	28.8	19.5	.0687
Harris	30,679,763	27,423	20.3	31.0	20.7	14.2	1.4265
• Baytown	675,146	28,593	18.1	31.2	23.8	12.0	.0355
• Houston	19,748,438	24,594	23.3	31.3	17.3	12.1	.9794
Pasadena	1,305,310	28,467	19.0	36.0	23.1	11.1	.0603
Liberty	501,489	24,863	18.9	30.3	19.3	9.7	.0229
Montgomery	1,550,376	27,823	18.5	34.2	21.3	11.7	.0675
Waller	181,979	24,056	19.3	29.1	18.3	10.4	.0110
SUBURBAN TOTAL	14,345,007	32,746	14.3	30.7	27.1	17.8	.5817
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***38,973,160***	***27,823***	***19.7***	***31.1***	***21.3***	***14.0***	***1.7796***
KILLEEN - TEMPLE	**1,802,472**	**18,195**	**33.1**	**29.0**	**11.2**	**4.6**	**.0858**
Bell	1,318,851	17,902	32.7	28.6	11.0	4.6	.0663
• Killeen	358,743	16,399	39.6	27.5	8.4	2.6	.0226
• Temple	400,355	19,072	27.7	29.4	12.3	5.8	.0221
Coryell	483,621	19,156	34.4	30.9	12.1	4.3	.0195
SUBURBAN TOTAL	1,043,374	18,826	32.4	29.7	12.0	4.9	.0411

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LAREDO	**572,442**	**15,220**	**28.9**	**24.3**	**9.2**	**4.7**	**.0391**
Webb	572,442	15,220	28.9	24.3	9.2	4.7	.0391
• Laredo	495,770	14,533	30.0	23.7	8.2	3.8	.0364
SUBURBAN TOTAL	76,672	27,760	16.7	30.5	20.2	15.7	.0027
LONGVIEW - MARSHALL	**1,537,295**	**22,[illegible]**	**22.0**	**31.4**	**16.8**	**8.2**	**.0768**
Gregg	1,075,856	23,836	21.9	31.7	17.3	9.3	.0558
• Longview	709,038	24,604	21.7	32.8	17.2	10.3	.0390
Harrison	461,439	21,115	22.3	31.0	15.6	5.8	.0210
• Marshall	216,594	18,759	24.0	27.7	13.7	5.9	.0123
SUBURBAN TOTAL	611,663	22,641	21.7	31.4	17.5	6.9	.0255
LUBBOCK	**2,012,301**	**20,882**	**27.3**	**30.9**	**13.8**	**7.6**	**.1038**
Lubbock	2,012,301	20,882	27.3	30.9	13.8	7.6	.1038
• Lubbock	1,693,318	20,909	27.1	30.6	13.9	7.8	.0902
SUBURBAN TOTAL	318,983	20,755	28.3	32.6	13.0	6.6	.0136
McALLEN - EDINBURG - MISSION	**1,677,614**	**15,054**	**31.5**	**24.0**	**8.0**	**4.2**	**.1006**
Hidalgo	1,677,614	15,054	31.5	24.0	8.0	4.2	.1006
• Edinburg	162,414	16,371	27.7	27.5	9.1	4.2	.0093
• McAllen	544,434	18,976	28.1	28.5	11.7	7.3	.0365
• Mission	137,940	15,143	33.9	24.2	8.4	3.2	.0074
SUBURBAN TOTAL	832,826	13,518	33.4	21.3	6.0	2.8	.0474
MIDLAND	**1,226,283**	**30,364**	**17.3**	**29.7**	**20.8**	**20.4**	**.0532**
Midland	1,226,283	30,364	17.3	29.7	20.8	20.4	.0532
• Midland	1,070,542	30,574	17.3	28.8	20.7	21.2	.0481
SUBURBAN TOTAL	155,741	29,274	18.1	34.0	21.7	15.8	.0051
ODESSA	**1,411,203**	**27,409**	**19.9**	**32.1**	**20.6**	**13.1**	**.0688**
Ector	1,411,203	27,409	19.9	32.1	20.6	13.1	.0688
• Odessa	1,119,659	27,556	19.5	31.1	21.0	13.6	.0595
SUBURBAN TOTAL	291,544	26,938	21.5	35.8	19.1	11.4	.0093
SAN ANGELO	**851,702**	**20,665**	**27.2**	**29.5**	**14.1**	**7.9**	**.0432**
Tom Green	851,702	20,665	27.2	29.5	14.1	7.9	.0432
• San Angelo	727,862	20,204	27.7	29.6	13.5	7.4	.0392
SUBURBAN TOTAL	123,840	24,065	23.5	29.9	18.2	11.3	.0040
SAN ANTONIO	**9,529,223**	**20,982**	**26.3**	**30.7**	**14.3**	**7.4**	**.4659**
Bexar	8,696,429	20,842	26.4	30.5	14.2	7.4	.4288
• San Antonio	6,440,751	19,195	28.2	29.7	12.2	5.9	.3479
Comal	400,950	22,955	26.5	30.3	16.9	9.7	.0178
Guadalupe	431,844	22,257	23.5	33.4	15.4	6.3	.0193
SUBURBAN TOTAL	3,088,472	26,638	21.1	33.5	20.2	11.6	.1180
SHERMAN - DENISON	**856,194**	**20,694**	**26.3**	**31.8**	**14.0**	**6.0**	**.0392**
Grayson	856,194	20,694	26.3	31.8	14.0	6.0	.0392
• Denison	219,482	19,749	25.6	31.3	13.2	4.8	.0110
• Sherman	302,183	21,293	27.4	33.6	13.4	6.4	.0158
SUBURBAN TOTAL	334,529	20,812	25.8	30.3	15.1	6.5	.0124
TEXARKANA	**880,335**	**17,719**	**27.7**	**30.0**	**10.1**	**3.8**	**.0462**
Bowie	609,375	18,097	27.5	30.2	10.8	4.0	.0316
• Texarkana	255,556	16,528	28.8	26.7	9.5	4.2	.0171
Miller, Ark.	*270,960*	*16,953*	*27.8*	*29.8*	*8.8*	*3.3*	*.0146*

Readership studies by Simmons and International Demographics confirm:

More San Antonio newspaper readers prefer the daily and Sunday

San Antonio Light

THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

Represented Nationally by Hearst Advertising Service

Most people who mean business in Houston,

The Houston Post
Latest figures reflect

are briefed by one medium every day.

When you look at the bottom line, only one medium reaches two thirds of the Houston market daily.

It's newspaper.

And when you talk business, The Houston Post hits right on the money.

With the Post, you reach more professional and managerial readers with incomes of $50,000 plus. In fact, more individuals with that kind of income, period.

So when you want a handle on reaching Houston business, go where money talks. Every morning. The Post works.

The Houston Post

We put the good in every morning.

4747 Southwest Freeway, Houston, Texas 77001 (713) 621-7000
Represented nationally by Branham Newspaper Sales
Source: 1982 Simmons Syndicated Newspaper Study

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
● *Texarkana*	*156,884*	*16,322*	*28.6*	*29.2*	*7.8*	*3.1*	*.0101*
SUBURBAN TOTAL	467,895	19,047	26.4	32.4	11.4	3.8	.0190
TYLER	**1,372,840**	**23,313**	**22.9**	**31.5**	**16.5**	**9.5**	**.0663**
Smith	1,372,840	23,313	22.9	31.5	16.5	9.5	.0663
● Tyler	779,206	22,956	24.0	30.5	16.2	10.2	.0455
SUBURBAN TOTAL	593,634	23,803	21.6	32.8	16.9	8.6	.0208
VICTORIA	**724,297**	**25,385**	**21.2**	**31.5**	**20.9**	**9.4**	**.0372**
Victoria	724,297	25,385	21.2	31.5	20.9	9.4	.0372
● Victoria	530,996	24,221	23.0	30.3	20.2	9.0	.0310
SUBURBAN TOTAL	193,301	28,425	16.1	34.8	23.0	10.8	.0062
WACO	**1,504,531**	**18,722**	**26.9**	**28.7**	**12.3**	**5.8**	**.0771**
McLennan	1,504,531	18,722	26.9	28.7	12.3	5.8	.0771
● Waco	863,686	16,625	29.9	25.9	9.6	5.4	.0506
SUBURBAN TOTAL	640,845	22,593	22.3	33.2	16.3	6.5	.0265
WICHITA FALLS	**1,137,390**	**20,626**	**27.1**	**30.8**	**14.0**	**6.8**	**.0577**
Wichita	1,137,390	20,626	27.1	30.8	14.0	6.8	.0577
● Wichita Falls	889,296	20,096	27.8	30.1	13.3	6.9	.0477
SUBURBAN TOTAL	248,094	22,658	24.4	33.4	16.5	6.6	.0100
OTHER COUNTIES							
Anderson	331,985	18,803	23.5	28.7	12.6	6.0	.0163
Andrews	146,055	27,859	21.2	30.9	22.1	13.0	.0065
Angelina	583,844	21,577	23.1	31.6	15.5	6.6	.0285
Aransas	163,651	21,891	25.6	28.3	15.9	10.5	.0069
Archer	63,205	19,487	27.8	32.6	9.7	6.2	.0028
Armstrong	21,488	22,750	25.5	30.2	16.8	8.6	.0008
Atascosa	192,696	18,368	25.9	29.7	11.1	5.3	.0089
Austin	179,228	20,374	22.7	25.9	16.3	8.6	.0078
Bailey	47,781	13,653	34.7	20.7	5.6	4.2	.0028
Bandera	72,271	18,843	29.7	27.4	13.9	5.2	.0027
Bastrop	226,475	18,256	26.6	27.5	12.9	5.6	.0094
Baylor	41,427	16,849	28.8	27.2	10.4	4.6	.0020
Bee	207,054	18,866	28.2	27.4	12.3	7.1	.0101
Blanco	43,874	16,215	32.5	26.2	9.1	3.6	.0019
Borden	4,902	12,909	32.0	17.3	10.7	1.0	.0002
Bosque	127,984	18,060	27.1	27.7	12.1	5.3	.0053
Brewster	47,383	14,442	30.8	24.5	7.2	2.0	.0030
Briscoe	15,134	11,711	31.6	18.1	5.0	2.9	.0008
Brooks	47,238	13,480	30.1	20.3	8.7	2.1	.0028
Brown	282,860	16,843	29.9	27.7	9.6	4.6	.0143
Burleson	118,061	21,265	21.2	26.1	16.5	9.5	.0049
Burnet	174,796	17,828	32.1	27.2	11.5	5.2	.0079
Caldwell	171,905	17,078	28.3	26.2	11.0	5.4	.0083
Calhoun	183,256	24,176	21.9	32.6	17.5	7.7	.0085
Callahan	94,239	18,377	26.1	30.7	10.6	4.7	.0041
Camp	93,079	20,886	21.7	29.8	13.9	8.0	.0041
Carson	61,149	23,079	23.7	35.5	14.9	7.5	.0026
Cass	246,563	19,008	23.4	29.0	13.8	5.1	.0114
Castro	59,096	14,579	35.1	24.9	6.3	2.5	.0034
Chambers	181,153	23,517	21.3	32.8	17.1	6.8	.0083
Cherokee	294,220	16,154	26.6	27.4	9.4	4.1	.0138
Childress	46,260	12,936	32.3	22.9	5.1	2.3	.0025
Clay	93,631	20,379	24.3	29.6	13.4	7.8	.0037
Cochran	29,125	14,879	33.7	22.7	6.3	5.6	.0015
Coke	29,935	17,875	28.1	25.0	13.8	6.4	.0015
Coleman	83,815	16,197	28.1	27.2	9.3	3.7	.0038
Collingsworth	34,842	14,609	25.5	23.5	10.9	4.5	.0016
Colorado	168,016	17,722	23.7	26.6	11.2	7.3	.0084
Comanche	100,640	14,776	29.8	21.5	7.8	6.7	.0049
Concho	24,316	17,038	29.9	27.4	8.9	6.6	.0016
Cooke	262,170	21,224	25.7	32.9	13.3	6.6	.0130
Cottle	27,451	15,750	29.3	19.6	9.4	9.4	.0010
Crane	48,729	27,639	20.9	30.2	23.2	10.2	.0019
Crockett	43,184	21,977	22.9	31.2	14.4	9.3	.0024
Crosby	48,622	13,149	35.2	18.4	5.0	4.2	.0024
Culberson	14,890	12,515	36.9	20.0	3.7	1.1	.0011
Dallam	42,588	14,734	34.2	24.9	5.6	2.6	.0030
Dawson	117,850	17,853	29.2	28.7	9.4	6.0	.0062
Deaf Smith	132,065	16,280	35.4	28.7	5.9	3.9	.0074
Delta	33,976	13,759	26.3	25.1	6.8	3.9	.0014
De Witt	152,214	16,473	25.6	24.1	11.2	6.4	.0073
Dickens	20,017	10,841	31.1	17.9	5.1	.8	.0012
Dimmit	62,794	13,948	30.3	22.7	6.9	3.8	.0037
Donley	28,465	13,600	29.1	24.1	5.4	3.7	.0015
Duval	85,549	17,229	23.1	25.6	12.7	6.2	.0040
Eastland	156,941	15,260	30.1	25.8	7.5	3.9	.0073
Edwards	13,066	14,143	38.7	20.6	5.6	5.0	.0006
Erath	214,786	16,646	27.8	26.5	8.4	6.8	.0104
Falls	134,680	13,903	27.2	21.4	9.4	4.1	.0063
Fannin	189,080	15,752	27.9	27.2	8.1	3.3	.0094
Fayette	179,594	17,695	23.8	24.8	14.6	6.1	.0081
Fisher	43,142	16,385	29.2	27.7	6.8	4.9	.0019
Floyd	54,291	13,700	33.8	21.2	7.0	2.1	.0028
Foard	14,534	11,889	32.6	14.2	7.4	3.3	.0008
Franklin	60,558	16,716	26.7	29.6	8.6	4.6	.0025
Freestone	130,388	16,610	23.7	23.8	12.1	6.8	.0065
Frio	80,683	15,169	32.5	22.9	8.9	4.0	.0046
Gaines	101,421	18,242	28.5	28.0	11.0	7.2	.0046
Garza	40,889	16,815	31.4	25.5	10.3	5.6	.0018
Gillespie	111,056	16,782	32.8	29.2	7.0	3.8	.0056
Glasscock	8,389	16,429	34.3	23.2	7.3	8.3	.0004
Goliad	39,234	18,214	26.0	29.7	10.2	5.9	.0017
Gonzales	137,849	17,554	26.2	25.5	11.2	7.8	.0063
Gray	285,886	23,827	21.5	32.6	16.8	9.4	.0128
Grimes	110,323	16,093	24.8	25.7	9.3	5.8	.0050
Hale	257,524	16,293	31.9	26.5	7.9	4.4	.0151
Hall	28,497	9,730	30.9	12.4	3.9	1.7	.0016
Hamilton	66,053	13,568	29.7	24.1	5.0	3.6	.0031
Hansford	53,586	19,784	27.1	31.7	11.2	6.6	.0027
Hardeman	48,966	15,921	27.4	28.6	7.4	4.4	.0022
Hartley	32,783	19,838	28.9	32.0	9.0	8.6	.0013
Haskell	50,373	12,873	30.2	19.9	6.0	4.0	.0027
Hemphill	55,453	22,479	26.9	36.1	12.8	6.6	.0028
Henderson	408,501	18,272	28.0	30.3	10.0	5.3	.0177
Hill	200,348	15,541	28.6	25.5	9.1	4.2	.0096
Hockley	189,574	20,705	23.6	32.0	13.6	6.0	.0090
Hood	250,275	26,164	22.0	29.1	20.0	12.9	.0103
Hopkins	207,357	16,765	31.0	27.1	9.0	4.5	.0099
Houston	157,050	13,735	26.6	21.7	9.1	4.1	.0079
Howard	288,256	19,780	26.4	29.9	13.6	5.9	.0171
Hudspeth	13,397	12,718	37.1	19.2	4.6	3.0	.0006
Hunt	495,966	19,574	25.2	30.1	12.9	6.0	.0233
Hutchinson	308,853	28,133	18.4	33.7	21.5	11.6	.0125
Irion	12,949	22,000	22.0	29.4	15.8	9.6	.0007
Jack	68,229	19,314	27.0	31.5	10.9	6.0	.0030
Jackson	119,713	20,726	23.9	31.1	13.0	7.6	.0052
Jasper	250,136	18,533	25.4	31.3	10.8	4.4	.0132
Jeff Davis	10,443	13,296	37.5	19.8	3.8	3.8	.0004
Jim Hogg	32,494	14,119	25.8	26.4	5.5	4.5	.0017
Jim Wells	264,142	18,537	24.7	30.1	10.7	5.8	.0146
Jones	133,523	16,079	27.5	26.4	8.0	5.5	.0064
Karnes	106,157	18,327	24.5	25.7	13.3	7.5	.0051
Kendall	108,757	21,743	24.4	27.0	15.8	10.7	.0047
Kenedy	7,607	18,250	27.5	28.5	4.0	11.5	.0003
Kent	6,567	12,929	33.0	21.7	5.0	2.3	.0003
Kerr	331,898	21,742	26.5	32.0	13.5	8.8	.0138
Kimble	28,468	15,667	29.2	30.3	5.8	2.4	.0018
King	3,068	13,083	38.5	27.0		2.5	.0001
Kinney	13,724	14,500	35.2	20.6	7.4	2.6	.0008
Kleberg	231,681	17,136	28.2	26.3	11.7	4.6	.0127
Knox	35,478	13,208	25.9	21.4	8.4	4.5	.0017
Lamar	334,110	16,508	27.9	26.7	10.0	4.1	.0171
Lamb	125,196	14,988	34.4	24.0	7.4	3.2	.0064
Lampasas	101,069	17,055	31.6	25.9	9.7	5.8	.0047
La Salle	34,376	13,115	27.7	18.5	9.5	2.9	.0018
Lavaca	151,837	16,720	24.7	27.5	10.1	4.7	.0069
Lee	106,536	19,429	23.7	24.5	16.5	7.8	.0046
Leon	85,831	14,918	22.7	23.9	10.1	6.7	.0035
Limestone	144,299	13,858	27.0	22.6	8.2	4.1	.0074
Lipscomb	40,999	24,433	20.7	29.7	16.3	14.7	.0016
Live Oak	82,461	19,227	26.9	29.1	12.0	7.1	.0039
Llano	97,957	15,574	34.2	23.3	8.4	4.9	.0043
Loving	1,765	8,045	6.0	8.0	3.0	6.0	.0001
Lynn	43,487	12,767	33.3	20.9	4.0	2.6	.0023
McCulloch	67,063	14,357	31.5	20.9	6.9	6.1	.0035
McMullen	7,500	20,769	30.6	33.0	14.7	5.7	.0003
Madison	79,897	16,253	25.0	23.7	11.5	6.5	.0043
Marion	77,384	15,010	24.8	28.4	8.0	2.6	.0034
Martin	35,237	17,900	26.8	29.9	9.3	7.0	.0021
Mason	22,012	11,877	33.7	16.6	5.8	1.3	.0011
Matagorda	368,725	24,135	20.5	36.2	15.6	6.6	.0167
Maverick	141,410	12,413	34.5	20.1	4.3	1.8	.0095
Medina	166,083	17,240	29.8	28.8	9.8	4.1	.0080
Menard	10,945	9,818	34.7	11.6	1.9	1.0	.0005
Milam	185,563	17,363	22.6	24.4	15.1	5.3	.0081
Mills	37,890	16,623	30.4	26.7	9.4	3.8	.0015
Mitchell	71,080	16,256	26.6	23.5	9.2	7.8	.0034
Montague	138,225	15,886	30.6	26.8	8.6	3.1	.0067
Moore	147,578	22,789	25.3	39.5	13.7	5.6	.0073
Morris	140,071	23,311	19.6	29.3	19.9	6.7	.0060

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group: A $10,000–$19,999; B $20,000–$34,999; C $35,000–$49,999; D $50,000 and over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Motley	11,296	10,368	29.4	16.2	4.3	1.9	.0007
Nacogdoches	398,847	16,802	28.2	25.8	10.4	6.0	.0196
Navarro	300,114	16,383	28.0	26.0	10.5	5.0	.0164
Newton	101,011	17,979	23.3	29.4	13.2	3.5	.0041
Nolan	145,617	18,337	27.5	29.2	11.0	5.6	.0080
Ochiltree	109,451	27,730	20.8	35.1	21.4	10.9	.0046
Oldham	12,043	13,882	38.9	23.0	7.7	1.0	.0007
Palo Pinto	201,347	18,638	28.4	29.2	11.1	5.8	.0107
Panola	183,974	20,126	23.6	31.9	14.1	4.3	.0084
Parmer	58,411	14,521	38.7	20.8	6.2	2.3	.0033
Pecos	111,259	22,117	26.1	34.7	15.7	5.1	.0063
Polk	203,120	15,150	30.5	23.1	10.0	4.1	.0107
Presidio	24,013	10,083	29.1	16.5	3.1	1.6	.0015
Rains	41,937	15,066	28.9	25.5	5.4	4.8	.0019
Reagan	34,026	22,359	26.4	40.0	12.0	4.8	.0017
Real	12,102	10,100	29.3	15.7	4.3	1.2	.0007
Red River	103,618	12,267	30.7	19.4	5.1	3.1	.0053
Reeves	97,007	16,514	28.4	28.0	8.3	4.3	.0052
Refugio	78,162	20,677	22.7	30.7	11.7	8.9	.0036
Roberts	10,319	21,500	26.5	32.4	10.3	12.0	.0003
Robertson	108,056	14,127	23.8	23.2	8.5	4.7	.0050
Runnels	97,579	17,708	27.1	28.6	10.3	5.2	.0046
Rusk	388,890	21,409	22.6	31.3	14.8	6.9	.0167
Sabine	62,147	13,374	28.3	23.0	6.4	2.8	.0032
San Augustine	65,959	14,959	28.5	22.8	8.0	5.7	.0032
San Jacinto	97,137	15,992	25.2	26.2	11.8	3.2	.0037
San Saba	43,861	13,388	31.8	19.9	6.3	4.2	.0020
Schleicher	25,140	20,625	25.6	30.1	13.6	7.8	.0010
Scurry	190,897	23,490	24.1	32.5	15.0	10.3	.0091
Shackelford	39,691	19,641	25.7	29.3	10.8	9.1	.0017
Shelby	175,988	15,056	24.2	24.8	8.9	4.3	.0087
Sherman	36,722	22,846	27.1	30.3	16.4	10.4	.0015
Somervell	42,558	21,231	24.2	33.0	13.3	6.4	.0021
Starr	115,130	10,659	28.2	17.2	4.8	2.4	.0073
Stephens	98,915	19,309	26.4	29.4	12.3	6.5	.0045
Sterling	8,479	15,000	31.5	24.7	7.3	5.5	.0004
Stonewall	20,162	17,000	29.8	28.4	10.0	3.8	.0009
Sutton	51,805	22,841	23.2	34.5	15.7	6.5	.0029
Swisher	55,109	13,562	35.0	21.6	4.6	2.4	.0029
Terrell	14,269	19,833	19.4	28.3	11.7	9.7	.0006
Terry	105,056	17,644	28.7	29.2	9.8	4.6	.0065
Throckmorton	13,844	11,459	29.9	17.3	4.9	3.7	.0006
Titus	193,734	20,472	23.0	31.0	13.6	6.5	.0111
Trinity	70,529	13,838	25.5	25.1	7.3	3.3	.0036
Tyler	145,485	18,296	25.2	27.8	12.4	6.2	.0062
Upshur	266,113	21,054	23.5	32.7	13.4	6.2	.0118
Upton	40,682	21,774	24.3	28.5	15.9	9.4	.0016
Uvalde	163,120	17,206	30.3	26.2	10.9	5.3	.0084
Val Verde	226,111	15,356	34.0	24.7	7.4	3.6	.0123
Van Zandt	281,307	17,885	27.7	29.0	11.3	4.8	.0126
Walker	374,591	19,324	23.2	26.3	13.6	8.7	.0179
Ward	129,916	24,448	20.9	31.6	18.4	9.4	.0060
Washington	207,701	19,699	23.7	27.7	13.7	7.9	.0100
Wharton	359,630	21,172	21.8	29.4	15.7	7.2	.0174
Wheeler	81,771	21,119	23.4	26.9	14.3	11.1	.0036
Wilbarger	132,555	16,384	26.3	25.4	9.7	6.8	.0065
Willacy	82,446	12,158	31.0	18.8	5.6	3.5	.0047
Wilson	123,828	17,577	27.8	29.8	10.0	3.7	.0056
Winkler	86,775	23,963	19.3	34.9	17.8	6.0	.0041
Wise	257,732	21,996	23.4	31.9	15.7	6.9	.0109
Wood	231,279	18,559	26.4	28.6	12.6	5.7	.0102
Yoakum	79,924	25,157	19.8	37.4	17.7	7.2	.0035
Young	210,519	19,412	26.9	28.7	11.7	8.0	.0091
Zapata	40,619	13,802	32.6	21.0	6.8	4.2	.0019
Zavala	53,029	13,085	34.5	19.8	6.3	2.6	.0029
TOTAL METRO COUNTIES	**120,982,319**	**23,939**	**23.3**	**30.9**	**17.5**	**10.5**	**5.7473**
TOTAL STATE	**145,203,201**	**22,643**	**24.0**	**30.2**	**16.3**	**9.5**	**6.9124**

UTAH

UTAH
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**242.2**	**.1039**	**22.4**	**21.7**	**16.0**	**11.6**	**14.3**	**65.4**	**768,665**	**183,312**	**43,612**	**127,099**	**42,728**	**137,918**	**22,690**
Utah	242.2	.1039	22.4	21.7	16.0	11.6	14.3	65.4	768,665	183,312	43,612	127,099	42,728	137,918	22,690
• Orem	57.0	.0244	21.5	14.3	17.9	12.6	12.4	15.3	369,530	79,422	17,949	96,427	26,807	41,044	9,802
• Provo	78.9	.0338	22.5	40.3	15.3	7.4	12.8	21.5	232,685	59,448	18,505	18,894	11,343	66,484	4,671
SUBURBAN TOTAL	106.3	.0457	22.8	11.5	15.5	14.2	16.7	28.6	166,450	44,442	7,158	11,778	4,578	30,390	8,217
SALT LAKE CITY - OGDEN	**974.4**	**.4177**	**26.0**	**13.2**	**18.2**	**15.5**	**18.2**	**315.8**	**4,269,227**	**938,101**	**273,455**	**800,320**	**261,652**	**769,175**	**86,596**
Davis	161.3	.0691	23.5	12.6	16.4	16.9	14.1	45.0	505,438	105,498	24,608	70,904	43,085	122,529	8,749
Salt Lake	663.9	.2846	26.3	13.3	19.0	15.3	18.3	220.4	3,074,497	692,349	203,944	576,157	192,088	512,740	60,284
• Salt Lake City	161.9	.0694	30.3	16.3	20.0	12.2	28.3	68.9	1,149,121	176,989	111,830	157,632	116,708	222,862	24,086
Sandy	57.2	.0245	21.9	7.6	24.5	15.8	6.3	14.5	121,150	44,745	7,810	19,235	2,158	15,855	1,401
Weber	149.2	.0640	27.1	13.7	16.0	15.1	22.1	50.4	689,292	140,254	44,903	153,259	26,479	133,906	17,563
• Ogden	64.1	.0275	28.7	16.1	15.9	12.5	27.4	24.6	494,069	89,256	33,328	88,697	17,700	125,743	10,899
SUBURBAN TOTAL	748.4	.3208	24.8	12.3	17.9	16.5	15.2	222.3	2,626,037	671,856	128,297	553,991	127,244	420,570	51,611
OTHER COUNTIES															
Beaver	4.5	.0019	29.7	9.2	12.9	13.7	29.4	1.4	12,157	3,156	1,329	239		122	409
Box Elder	34.8	.0150	25.5	10.6	13.9	15.8	21.0	10.3	112,537	23,662	11,668	5,041	5,157	27,475	4,656
Cache	61.7	.0264	23.7	20.6	16.6	12.2	17.3	19.1	211,120	49,459	13,615	32,394	13,519	29,675	4,793
Carbon	24.5	.0105	27.3	12.6	17.2	13.8	22.9	8.2	121,691	39,880	6,716	6,354	3,043	21,351	6,383
Daggett	.8	.0004	25.9	11.3	19.1	16.0	16.6	.2	2,183	91	849			59	.
Duchesne	14.3	.0061	22.9	11.7	15.4	14.9	16.1	3.9	53,118	19,849	1,956	5,974	2,095	9,515	533
Emery	13.9	.0060	22.9	12.3	16.9	14.3	15.2	3.8	25,112	10,412	2,515	1,027	307	46	312
Garfield	3.8	.0016	29.4	10.6	14.7	14.7	27.1	1.2	8,474	2,027	1,290	437	90	1,205	57
Grand	8.7	.0037	26.9	12.6	18.1	17.1	18.2	3.1	48,808	17,517	2,744	1,600	888	4,570	779
Iron	18.8	.0081	23.8	16.2	14.9	13.9	18.5	5.7	93,535	15,588	7,292	4,262	4,758	22,969	3,305
Juab	5.8	.0025	27.6	9.6	14.4	13.8	25.5	1.7	19,053	4,395	2,334	667	267	5,262	184
Kane	4.6	.0020	28.8	7.2	14.2	15.2	26.1	1.5	20,843	4,246	1,708	807	306	980	391
Millard	9[illegible]	.0041	27.0	8.6	13.2	13.4	26.0	3.0	31,176	4,788	2,412	4,708	987	5,292	640
Morgan	[illegible]	.0022	24.8	9.8	12.7	19.8	17.3	1.5	5,778	1,625	486	1,241	216	465	114
Piute	1.3	.0006	32.9	6.2	11.1	14.7	33.0	.4	1,723	522	191	103	53		
Rich	2.4	.0010	24.4	12.6	17.5	13.0	18.5	.7	6,076	194	217	1,025	41	47	
San Juan	13.0	.0056	20.5	11.7	15.0	13.5	13.9	3.3	24,498	9,256	1,121	1,654	130	5,173	385

UTAH (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sanpete	15.7	.0067	25.7	12.6	12.8	12.4	25.6	4.7	34,553	13,736	1,729	1,560	1,201	5,965	556
Sevier	16.3	.0070	27.2	9.4	14.0	14.3	24.8	4.9	70,898	15,600	5,362	5,093	2,095	11,676	1,748
Summit	11.7	.0050	27.4	11.1	21.3	17.4	16.5	3.9	50,278	9,350	9,061	3,306	392	4,682	2,053
Tooele	27.2	.0117	25.6	11.0	15.7	17.1	18.2	8.4	82,042	26,057	6,064	2,419	1,708	15,321	1,829
Uintah	23.5	.0100	23.7	12.3	17.0	15.5	15.1	6.9	94,778	21,025	4,449	9,534	4,920	19,524	4,092
Wasatch	9.2	.0039	25.8	10.6	16.5	14.5	20.3	2.9	31,059	7,613	2,490	876	67	6,987	1,217
Washington	29.8	.0128	26.1	12.0	13.0	12.2	26.3	8.8	130,686	26,469	11,117	3,839	6,106	31,020	2,398
Wayne	2.2	.0009	29.4	7.8	14.3	13.3	28.6	.6	7,550	449	941	128	198		
TOTAL METRO COUNTIES	**1,216.6**	**.5216**	**24.9**	**14.9**	**17.7**	**14.7**	**17.5**	**381.2**	**5,037,892**	**1,121,413**	**317,067**	**927,419**	**304,380**	**907,093**	**109,286**
TOTAL STATE	**1,560.0**	**.6773**	**24.9**	**14.4**	**17.2**	**14.6**	**18.1**	**491.3**	**6,337,618**	**1,448,379**	**416,723**	**1,021,707**	**352,924**	**1,136,474**	**146,120**

UTAH

ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVO - OREM	**1,451,694**	**19,325**	**31.9**	**33.3**	**11.3**	**3.4**	**.0752**
Utah	1,451,694	19,325	31.9	33.3	11.3	3.4	.0752
• Orem	345,543	20,702	31.7	37.3	11.6	3.2	.0229
• Provo	441,052	15,581	37.2	24.1	8.8	3.4	.0233
SUBURBAN TOTAL	665,099	21,656	27.9	38.1	13.0	3.6	.0290
SALT LAKE CITY - OGDEN	**7,865,134**	**22,739**	**26.5**	**36.8**	**15.2**	**5.6**	**.3811**
Davis	1,169,079	24,461	25.7	42.3	16.7	4.7	.0545
Salt Lake	5,518,737	22,700	26.3	36.2	15.0	6.1	.2679
• Salt Lake City	1,434,781	16,666	32.1	26.7	9.0	4.9	.0783
Sandy	428,524	28,607	16.0	48.2	23.2	6.2	.0181
Weber	1,177,318	21,208	28.5	35.3	14.3	4.1	.0587
• Ogden	506,097	17,522	32.8	28.9	10.1	3.5	.0306
SUBURBAN TOTAL	5,924,256	24,920	24.1	41.0	17.6	6.0	.2722
OTHER COUNTIES							
Beaver	20,306	12,597	40.0	21.8	1.9	.4	.0012
Box Elder	264,053	23,907	24.9	37.8	17.1	6.2	.0121
Cache	406,642	18,780	32.6	32.9	9.4	3.8	.0204
Carbon	206,900	24,880	22.6	38.9	17.8	5.0	.0102
Daggett	4,599	22,000	23.0	37.0	18.0	1.0	.0003
Duchesne	100,455	24,130	22.4	39.9	17.3	5.3	.0049
Emery	98,015	25,793	21.5	40.7	20.4	3.8	.0042

ESTIMATES

EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Garfield	18,912	13,712	38.9	25.1	3.2	.6	.0009
Grand	69,244	20,878	28.6	36.0	12.8	3.7	.0038
Iron	103,988	16,061	38.4	28.6	6.1	1.5	.0065
Juab	30,550	16,266	39.2	30.5	4.3	2.0	.0017
Kane	27,662	16,491	35.9	30.0	5.5	2.2	.0017
Millard	65,332	18,989	30.7	31.6	10.9	4.5	.0032
Morgan	40,478	25,721	20.6	39.9	20.7	5.8	.0014
Piute	5,192	10,778	39.4	12.3	1.8	1.8	.0004
Rich	16,055	20,944	27.0	36.3	10.9	5.3	.0007
San Juan	57,628	16,330	33.6	30.2	5.2	1.5	.0031
Sanpete	83,955	15,350	33.0	27.1	6.6	1.9	.0041
Sevier	100,214	18,967	30.8	36.5	8.2	2.1	.0057
Summit	101,727	22,533	27.0	35.9	15.2	6.5	.0047
Tooele	211,155	24,081	23.8	43.3	15.6	3.9	.0096
Uintah	194,283	27,362	17.5	36.2	20.2	10.0	.0090
Wasatch	55,746	17,382	35.0	31.4	7.8	2.0	.0028
Washington	163,048	16,214	34.2	28.9	6.9	2.2	.0099
Wayne	10,980	15,263	30.1	30.7	4.3	3.0	.0007
TOTAL METRO COUNTIES	**9,316,828**	**22,157**	**27.4**	**36.3**	**14.5**	**5.2**	**.4563**
TOTAL STATE	**11,773,947**	**21,705**	**27.8**	**35.9**	**13.9**	**4.9**	**.5795**

When you're looking for a place to drum up some business . . .

. . . try snaring the Salt Lake Market!

It's the center of a market with over 1½ million people, an unemployment rate of nearly 2% below the national average, abundant natural resources, recreational facilities for all four seasons, and cultural activities that rival the nation's largest metropolitan areas.

Salt Lake is also a Top 50 Market: Population — ranked 40th; Households — 46th; Suburban population — 35th; Suburban E.B.I. — 43rd; E.B.I. — 49th; Total Retail Sales — 43rd; Buying Power Index — 45th; Auto Dealer Sales — 42nd; General Merchandise Sales — 39th; Furniture/Home Furnishings/Appliance Sales — 40th; and 36th in Building Materials and Hardware Sales.

This healthy market is served and sold by two daily newspapers: The Salt Lake Tribune (M&S) and the Deseret News (E&S). These band leaders provide 59% coverage of the 249,773 households within the PMA, and 52% coverage of the 297,345 households within the Salt Lake-Ogden SMSA.

Source: S—MM Survey of Buying Power July, 1982; ABC Audit of Circulation for 12 months ending 9/30/81; 1980 Census.

Newspaper Agency Corporation

The Salt Lake Tribune MORNING AND SUNDAY · NAC · DESERET NEWS EVENING AND SUNDAY

P.O. Box 838 / Salt Lake City, Utah 84110 / Phone 237-2723

VERMONT

VT. S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**122.9**	**.0527**	**27.7**	**18.7**	**18.9**	**17.3**	**18.9**	**42.6**	**666,855**	**146,342**	**71,067**	**92,837**	**31,542**	**69,768**	**13,212**
Chittenden	118.0	.0506	27.6	19.1	18.8	17.3	18.7	40.9	653,708	142,548	70,467	91,878	31,413	67,355	13,212
• Burlington	37.3	.0160	25.7	30.3	16.7	12.1	22.4	13.5	274,308	41,495	27,077	58,744	14,040	15,947	4,648
Grand Isle	4.9	.0021	31.6	9.8	17.9	17.5	26.4	1.7	13,147	3,794	600	959	129	2,413	
SUBURBAN TOTAL	85.6	.0367	28.5	13.6	19.9	19.6	17.4	29.1	392,547	104,847	43,990	34,093	17,502	53,821	8,564
OTHER COUNTIES															
Addison	30.4	.0130	28.3	16.3	17.9	16.0	22.0	10.0	104,111	34,715	7,798	6,254	1,461	10,558	2,409
Bennington	34.1	.0146	32.5	11.7	15.9	17.1	28.9	12.8	210,034	47,712	19,922	9,251	9,830	18,852	4,794
Caledonia	26.4	.0113	31.0	11.9	17.0	16.1	27.2	9.7	119,559	31,678	8,574	11,055	4,652	20,430	4,041
Essex	6.5	.0028	31.9	10.0	15.9	17.1	27.9	2.2	6,513	1,708	1,150	487	161	167	
Franklin	35.3	.0151	30.0	10.7	17.0	16.6	25.0	12.0	142,986	38,777	9,171	9,356	8,805	20,830	7,142
Lamoille	17.4	.0075	29.5	13.9	19.4	16.7	22.6	6.4	78,830	23,996	9,652	5,135	3,502	6,629	2,176
Orange	23.9	.0102	30.6	11.6	17.7	16.8	25.3	8.4	78,358	20,431	4,687	4,150	880	8,432	2,333
Orleans	24.1	.0104	31.1	10.3	16.4	16.3	27.3	8.5	74,945	22,692	4,118	7,575	1,696	12,183	2,409
Rutland	59.1	.0253	32.0	12.5	17.1	16.6	28.2	21.6	296,923	69,044	24,321	26,700	9,186	47,037	10,175
Washington	53.0	.0227	31.3	12.5	17.6	17.3	26.2	19.5	279,886	65,724	25,484	23,896	10,615	40,536	8,581
Windham	37.7	.0162	32.1	10.6	19.2	16.7	27.8	14.8	212,313	60,148	25,403	3,737	4,342	13,067	5,094
Windsor	52.3	.0224	33.1	10.2	17.4	17.5	29.2	20.2	252,688	57,199	17,787	5,450	4,865	55,459	5,541
TOTAL METRO COUNTIES	**122.9**	**.0527**	**27.7**	**18.7**	**18.9**	**17.3**	**18.9**	**42.6**	**666,855**	**146,342**	**71,067**	**92,837**	**31,542**	**69,768**	**13,212**
TOTAL STATE	**523.1**	**.2242**	**30.4**	**13.5**	**17.8**	**16.9**	**24.9**	**188.7**	**2,524,001**	**620,166**	**229,134**	**205,883**	**91,537**	**323,948**	**67,907**

VT. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1982						
			% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**1,130,739**	**23,238**	**25.4**	**32.8**	**17.4**	**8.1**	**.0548**
Chittenden	1,098,428	23,582	25.0	32.9	17.8	8.4	.0532
• Burlington	314,537	18,369	29.7	27.9	11.6	6.1	.0179
Grand Isle	32,311	17,067	36.2	29.6	8.2	1.8	.0016
SUBURBAN TOTAL	816,202	25,675	23.4	35.1	20.0	9.1	.0369
OTHER COUNTIES							
Addison	215,256	18,741	33.7	33.0	9.7	3.2	.0104
Bennington	288,275	19,311	33.1	33.1	10.3	4.4	.0153
Caledonia	187,004	16,886	35.1	30.6	7.0	2.2	.0098
Essex	40,379	16,612	38.1	31.2	5.5	1.3	.0017
Franklin	250,256	18,300	31.8	31.9	9.5	3.5	.0127
Lamoille	138,938	19,186	30.5	33.7	10.0	3.8	.0068
Orange	175,893	18,205	35.6	32.4	8.9	2.7	.0082
Orleans	157,158	15,923	37.1	27.2	6.7	2.1	.0078
Rutland	453,856	18,719	32.0	34.0	9.2	2.8	.0236
Washington	406,564	18,192	33.5	32.1	9.4	2.7	.0215
Windham	321,781	18,681	31.7	31.8	10.6	3.9	.0164
Windsor	447,678	19,690	31.0	34.4	10.4	4.2	.0217
TOTAL METRO COUNTIES	**1,130,739**	**23,238**	**25.4**	**32.8**	**17.4**	**8.1**	**.0548**
TOTAL STATE	**4,213,777**	**19,361**	**31.2**	**32.6**	**11.2**	**4.3**	**.2107**

VERMONT'S R EALLY

B ASIC

Reach over 1/2 of Vermont with 34% newspaper coverage.
Located in Central Vermont's 4 major counties - accounts for
40% of Vermont's Buying Power.

M ARKET NETWORK 34,532 *audited circ.*
The Rutland Herald / The Times-Argus (Barre-Montpelier) *(Daily & Sun.)*
Nationally marketed by **LANDON**

S&MM '63

VIRGINIA

VA.
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**119.6**	**.0511**	**28.9**	**20.3**	**19.3**	**16.2**	**22.0**	**43.0**	**548,838**	**131,525**	**44,897**	**62,099**	**22,744**	**78,955**	**21,252**
Albemarle	59.4	.0254	28.5	20.2	19.5	17.6	19.8	22.5	71,231	20,365	496	3,003	378	17,451	1,361
Charlottesville city	40.7	.0174	28.5	25.2	19.1	13.4	24.1	13.7	445,682	97,093	43,370	58,215	22,041	55,186	19,592
• Charlottesville	40.7	.0174	28.5	25.2	19.1	13.4	24.1	13.7	445,682	97,093	43,370	58,215	22,041	55,186	19,592
Fluvanna	11.0	.0047	31.6	11.0	16.4	17.7	26.7	3.9	14,713	6,591	531	292	165	3,305	248
Greene	8.5	.0036	30.4	10.4	20.3	19.0	21.6	2.9	17,212	7,476	500	589	160	3,013	51
SUBURBAN TOTAL	78.9	.0337	29.1	17.8	19.1	17.7	21.0	29.3	103,156	34,432	1,527	3,884	703	23,769	1,660
DANVILLE	**112.8**	**.0484**	**33.0**	**11.7**	**15.8**	**17.3**	**29.6**	**41.3**	**451,028**	**132,404**	**31,861**	**46,524**	**15,887**	**86,728**	**15,543**
Danville city	45.0	.0193	35.3	11.7	15.1	16.1	34.2	17.8	355,563	88,568	27,161	41,903	14,035	66,268	13,089
• Danville	45.0	.0193	35.3	11.7	15.1	16.1	34.2	17.8	355,563	88,568	27.161	41,903	14,035	66,268	13,089
Pittsylvania	67.8	.0291	31.7	11.7	16.3	18.1	26.5	23.5	95,465	43,836	4,700	4,621	1,852	20,460	2,454
SUBURBAN TOTAL	67.8	.0291	31.7	11.7	16.3	18.1	26.5	23.5	95,465	43,836	4,700	4,621	1,852	20,460	2,454
LYNCHBURG	**145.2**	**.0623**	**31.6**	**13.7**	**16.5**	**18.1**	**26.3**	**50.6**	**695,860**	**167,688**	**43,821**	**93,236**	**30,462**	**117,987**	**32,930**
Amherst	30.1	.0129	31.4	13.0	17.4	19.2	24.6	9.7	90,871	31,499	2,556	5,063	2,684	25,772	5,286
Campbell	48.0	.0206	30.9	11.3	17.0	20.6	22.4	15.5	133,305	34,118	4,022	3,765	8,066	36,120	4,690
Lynchburg city	67.1	.0288	32.1	15.8	15.6	15.8	29.8	25.4	471,684	102,071	37,243	84,408	19,712	56,095	22,954
• Lynchburg	67.1	.0288	32.1	15.8	15.6	15.8	29.8	25.4	471,684	102,071	37,243	84,408	19,[illegible]12	56,095	22,954
SUBURBAN TOTAL	78.1	.0335	31.1	12.0	17.0	20.1	23.3	25.2	224,176	65,617	6,578	8,828	10,750	61,892	9,976
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,195.9**	**.5127**	**28.5**	**16.5**	**18.1**	**17.4**	**20.8**	**411.3**	**5,722,121**	**1,220,621**	**582,160**	**766,385**	**288,546**	**1,042,717**	**151,745**
Chesapeake city	121.8	.0523	29.3	12.2	17.5	19.5	20.5	40.1	511,191	136,080	39,518	19,970	3,641	138,373	17,769
Chesapeake	121.8	.0523	29.3	12.2	17.5	19.5	20.5	40.1	511,191	136,080	39,518	19,970	3,641	138,373	17,769
Gloucester	22.2	.0095	33.3	10.4	16.2	19.6	27.6	8.1	96,924	36,514	2,882	6,971	5,251	16,515	4,423
Hampton city	124.6	.0535	28.9	15.8	17.1	18.9	20.6	43.9	772,501	157,751	65,748	143,053	34,396	96,571	10,808
• Hampton	124.6	.0535	28.9	15.8	17.1	18.9	20.6	43.9	772,501	157,751	65,748	143,053	34,396	96,571	10,808
James City	24.0	.0103	31.5	12.0	17.2	19.5	24.6	8.5	74,059	2,657	1,877	1,921	60,316		
Newport News city	148.4	.0636	28.9	15.6	19.0	17.0	21.4	54.6	650,302	139,201	63,785	98,332	16,500	143,063	19,577
• Newport News	148.4	.0636	28.9	15.6	19.0	17.0	21.4	54.6	650,302	139,201	63,785	98,332	16,500	143,063	19,577
Norfolk city	256.5	.1100	26.6	23.7	17.8	12.7	22.3	86.6	1,329,050	263,384	153,259	205,633	52,268	220,152	31,789
• Norfolk	256.5	.1100	26.6	23.7	17.8	12.7	22.3	86.6	1,329,050	263,384	153,259	205,633	52,268	220,152	31,789
Poquoson city	9.9	.0042	31.4	9.3	15.5	25.8	18.7	3.2	8,342	2,668	3,031	18	428	1,107	551
Poquoson	9.9	.0042	31.4	9.3	15.5	25.8	18.7	3.2	8,342	2,668	3,031	18	428	1,107	551
Portsmouth city	102.6	.0440	30.5	13.4	16.6	14.9	27.7	37.0	462,501	115,004	36,610	70,887	20,365	92,837	12,963
• Portsmouth	102.6	.0440	30.5	13.4	16.6	14.9	27.7	37.0	462,501	115,004	36,610	70,887	20,365	92,837	12,963

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS MSA

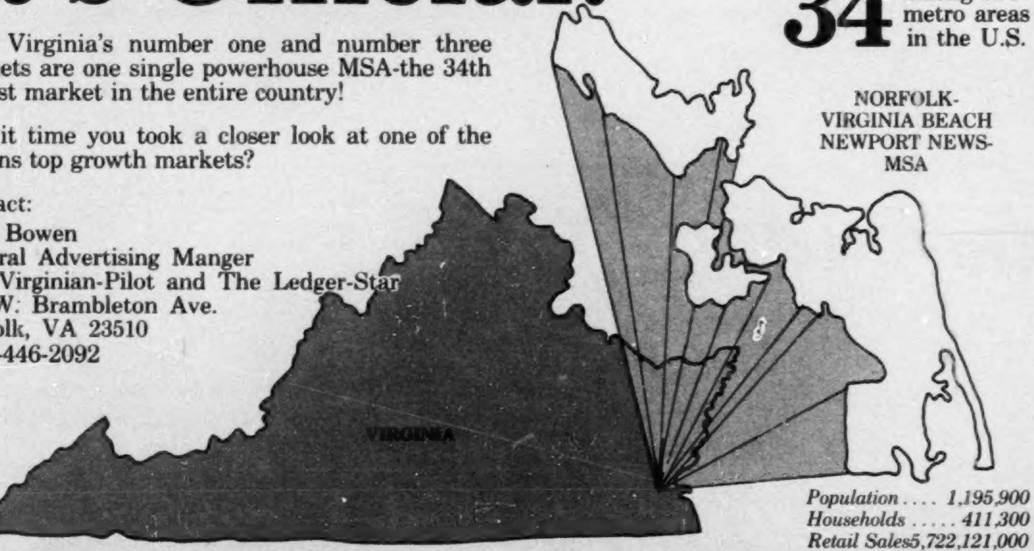
It's Official!

Ranked 34th among 314 metro areas in the U.S.

Now Virginia's number one and number three markets are one single powerhouse MSA-the 34th largest market in the entire country!

Isn't it time you took a closer look at one of the nations top growth markets?

Contact:
Dale Bowen
General Advertising Manger
The Virginian-Pilot and The Ledger-Star
150 W. Brambleton Ave.
Norfolk, VA 23510
(804)-446-2092



NORFOLK-
VIRGINIA BEACH
NEWPORT NEWS-
MSA

Population 1,195,900
Households 411,300
Retail Sales5,722,121,000

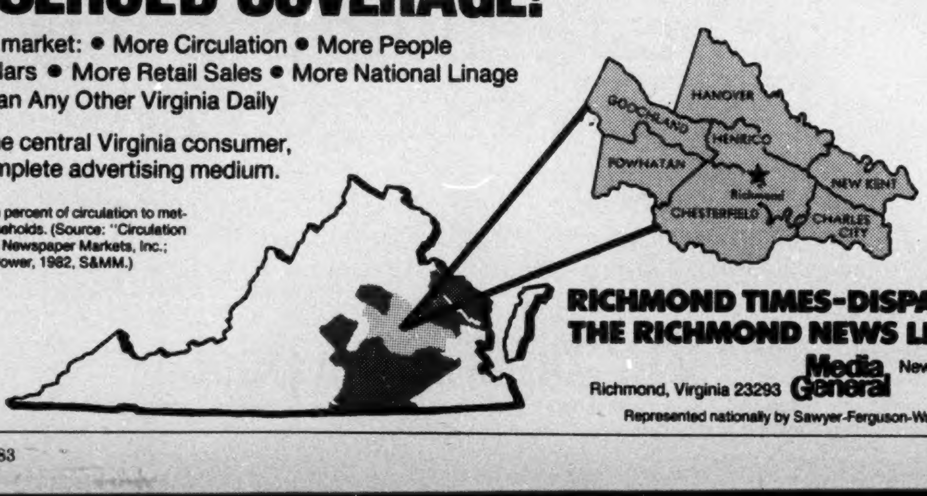
VA. (cont.) ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Suffolk city	48.0	.0205	32.2	11.2	15.0	17.7	28.1	16.2	165,763	38,694	7,918	13,939	6,186	28,639	8,213
• Suffolk	48.0	.0205	32.2	11.2	15.0	17.7	28.1	16.2	165,763	38,694	7,918	13,939	6,186	28,639	8,213
Virginia Beach city	290.2	.1244	27.8	15.2	20.5	20.0	15.2	98.5	1,380,453	282,874	147,945	188,197	78,135	278,613	35,451
• Virginia Beach	290.2	.1244	27.8	15.2	20.5	20.0	15.2	98.5	1,380,453	282,874	147,945	188,197	78,135	278,613	35,451
Williamsburg city	10.0	.0043	23.9	49.6	12.6	8.5	20.8	3.0	147,350	31,234	33,246	10,136	4,685	21,777	5,279
Williamsburg	10.0	.0043	23.9	49.6	12.6	8.5	20.8	3.0	147,350	31,234	33,246	10,136	4,685	21,777	5,279
York	37.7	.0161	29.3	12.4	17.0	23.1	17.2	11.6	123,685	24,560	26,341	7,328	6,375	5,070	4,922
SUBURBAN TOTAL	225.6	.0967	29.6	13.6	16.9	19.9	21.0	74.5	961,551	233,713	106,895	46,344	80,696	182,842	32,944
RICHMOND - PETERSBURG	**784.3**	**.3361**	**31.0**	**13.0**	**19.0**	**18.2**	**24.2**	**285.1**	**4,186,145**	**916,125**	**353,607**	**641,075**	**169,570**	**700,899**	**160,364**
Charles City	6.9	.0030	29.0	13.4	17.2	18.1	21.6	2.1	3,118	2,063	25	24			
Chesterfield	158.8	.0680	29.1	11.2	20.6	22.0	15.8	52.8	772,461	206,613	44,895	131,486	27,060	108,714	26,690
Colonial Heights city	16.8	.0072	34.2	11.0	15.0	21.0	27.7	6.0	76,407	23,130	7,965	4,539	957	13,966	5,540
Colonial Heights	16.8	.0072	34.2	11.0	15.0	21.0	27.7	6.0	76,407	23,130	7,965	4,539	957	13,966	5,540
Dinwiddie	22.9	.0098	31.8	12.3	15.5	19.4	25.7	6.3	14,003	6,270	408	238	75	1,499	424
Goochland	12.2	.0052	32.6	11.3	17.5	20.4	25.4	4.0	20,742	5,497	525	134	518	3,908	32
Hanover	53.9	.0231	32.1	11.2	16.2	21.4	24.0	17.9	254,837	63,681	25,568	3,074	4,403	30,653	9,807
Henrico	186.6	.0800	32.1	11.9	19.2	18.4	26.0	72.1	1,255,830	268,734	95,630	274,430	61,768	211,203	54,814
Hopewell city	23.3	.0100	31.0	12.8	16.4	17.4	26.0	8.8	139,310	45,156	6,333	9,376	4,826	22,707	8,152
Hopewell	23.3	.0100	31.0	12.8	16.4	17.4	26.0	8.8	139,310	45,156	6,333	9,376	4,826	22,707	8,152
New Kent	9.7	.0041	30.8	10.5	19.3	18.8	23.1	3.5	31,361	7,602	862	550		12,459	1,908
Petersburg city	40.1	.0172	31.6	13.0	16.1	15.9	28.6	15.3	321,062	61,493	20,103	59,820	14,894	61,431	10,659
• Petersburg	40.1	.0172	31.6	13.0	16.1	15.9	28.6	15.3	321,062	61,493	20,103	59,820	14,894	61,431	10,659
Powhatan	14.5	.0062	30.1	10.9	21.9	20.6	18.6	4.1	20,762	7,859	59	107	733	8,963	114
Prince George	27.7	.0119	25.4	20.3	20.7	18.2	11.9	6.7	12,172	1,479	646	1,420	526		
Richmond city	210.9	.0904	31.9	15.4	19.3	14.3	29.8	85.5	1,264,080	216,548	150,588	155,877	53,810	225,396	42,224
• Richmond	210.9	.0904	31.9	15.4	19.3	14.3	29.8	85.5	1,264,080	216,548	150,588	155,877	53,810	225,396	42,224
SUBURBAN TOTAL	533.3	.2285	30.6	12.1	18.9	20.0	21.7	184.3	2,601,003	638,084	182,916	425,378	100,866	414,072	107,481
ROANOKE	**223.9**	**.0961**	**33.4**	**11.2**	**17.3**	**18.2**	**29.0**	**85.2**	**1,304,462**	**285,882**	**104,295**	**199,532**	**60,592**	**207,681**	**41,742**
Botetourt	24.6	.0106	33.2	9.7	16.8	20.6	26.3	8.7	60,414	12,962	1,656	3,036	1,141	11,621	380
Roanoke	76.7	.0329	32.9	10.4	17.5	21.6	24.7	26.0	303,430	115,596	36,033	19,333	16,252	13,869	17,311
Roanoke city	98.3	.0422	33.8	11.7	17.4	14.9	33.0	41.6	697,143	106,392	53,008	168,064	36,648	133,557	17,227
• Roanoke	98.3	.0422	33.8	11.7	17.4	14.9	33.0	41.6	697,143	106,392	53,008	168,064	36,648	133,557	17,227
Salem city	24.3	.0104	34.0	13.8	16.2	18.1	30.2	8.9	243,475	50,932	13,598	9,099	6,551	48,634	6,824
Salem	24.3	.0104	34.0	13.8	16.2	18.1	30.2	8.9	243,475	50,932	13,598	9,099	6,551	48,634	6,824
SUBURBAN TOTAL	125.6	.0539	33.2	10.9	17.1	20.8	26.1	43.6	607,319	179,490	51,287	31,468	23,944	74,124	24,515
OTHER COUNTIES															
Accomack	31.7	.0136	35.9	10.1	13.6	16.1	34.8	11.8	113,012	38,308	8,648	9,456	2,776	9,705	5,811
☐ Alexandria city	105.6	.0453	32.1	13.0	27.7	18.5	23.6	52.6	863,352	210,352	91,299	121,833	29,099	183,527	25,142
Alexandria	105.6	.0453	32.1	13.0	27.7	18.5	23.6	52.6	863,352	210,352	91,299	121,833	29,099	183,527	25,142
Alleghany	14.7	.0063	32.2	10.0	15.9	19.8	25.8	4.8	10,346	9,299	430	377		66	
Amelia	8.7	.0038	32.4	11.2	15.0	18.6	27.4	2.8	16,714	6,281	438	321	457	2,266	773
Appomattox	12.5	.0053	32.8	10.7	14.5	19.4	27.4	4.3	58,065	16,761	2,247	2,089	812	19,031	2,895
☐ Arlington	149.0	.0639	33.3	13.5	25.6	18.3	27.3	72.5	975,423	205,447	124,570	77,886	34,356	296,238	53,385
• Arlington	149.0	.0639	33.3	13.5	25.6	18.3	27.3	72.5	975,423	205,447	124,570	77,886	34,356	296,238	53,385
Augusta	56.0	.0240	32.5	11.2	16.7	19.8	26.0	19.1	111,073	26,007	6,611	955	2,126	27,920	1,798
Bath	6.0	.0026	34.2	11.0	16.0	20.2	28.5	2.1	13,848	3,529	644	2,919	1,034	253	1,697
Bedford	37.4	.0160	32.5	9.9	17.5	19.5	26.2	12.2	30,210	18,267	2,429	265	213	4,259	524
Bedford city	6.0	.0026	40.6	10.0	13.6	15.2	40.6	2.3	71,849	31,087	2,290	3,751	1,221	10,137	3,141
Bedford	6.0	.0026	40.6	10.0	13.6	15.2	40.6	2.3	71,849	31,087	2,290	3,751	1,221	10,137	3,141

4TH IN THE NATION IN COMBINED DAILY HOUSEHOLD COVERAGE!*

In the total market: • More Circulation • More People
• More Dollars • More Retail Sales • More National Linage
• More Than Any Other Virginia Daily

To reach the central Virginia consumer, use the complete advertising medium.

*4th in the nation in percent of circulation to metropolitan area households. (Source: "Circulation '82/'83", American Newspaper Markets, Inc.; Survey of Buying Power, 1982, S&MM.)



RICHMOND TIMES-DISPATCH
THE RICHMOND NEWS LEADER
Media General Newspapers
Richmond, Virginia 23293
Represented nationally by Sawyer-Ferguson-Walker Company

VA. (cont.) [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bland	6.6	.0028	32.2	11.3	19.3	17.5	27.2	2.2	12,202	1,560	423		119	5,049	
☐ Bristol city	18.8	.0080	34.9	12.3	14.4	17.0	32.9	7.6	250,996	38,008	16,712	32,028	10,243	45,445	5,270
• Bristol	18.8	.0080	34.9	12.3	14.4	17.0	32.9	7.6	250,996	38,008	16,712	32,028	10,243	45,445	5,270
Brunswick	16.0	.0068	31.6	13.2	14.1	15.6	29.6	5.1	40,269	16,023	753	1,817	815	8,459	1,253
Buchanan	39.3	.0169	27.1	13.2	17.5	18.3	17.9	12.7	130,015	26,922	5,128	18,634	5,808	25,240	4,765
Buckingham	12.7	.0054	32.1	11.0	14.5	16.2	29.5	4.0	16,152	5,768	924	2,196		969	103
Buena Vista city	6.7	.0029	31.9	12.3	15.6	18.7	26.5	2.3	26,837	8,940	1,581	1,700	640	3,818	907
Buena Vista	6.7	.0029	31.9	12.3	15.6	18.7	26.5	2.3	26,837	8,940	1,581	1,700	640	3,818	907
Caroline	19.0	.0081	30.2	12.2	15.9	17.7	24.6	6.2	44,157	17,982	4,832	767	228	6,294	950
Carroll	28.2	.0121	34.2	9.8	15.6	18.7	30.1	9.8	44,075	16,606	2,526	3,885	1,088	6,746	963
Charlotte	12.1	.0052	33.5	10.5	13.1	17.0	31.1	4.1	21,022	7,467	1,277	1,387	540	3,905	732
Clarke	10.4	.0045	34.3	8.8	17.0	18.8	30.0	3.7	24,657	8,122	2,271	683	768	1,367	589
Clifton Forge city	4.8	.0020	39.7	9.8	12.4	15.1	40.0	1.9	26,777	10,438	1,365	1,144	876	4,027	1,839
Clifton Forge	4.8	.0020	39.7	9.8	12.4	15.1	40.0	1.9	26,777	10,438	1,365	1,144	876	4,027	1,839
Covington city	8.6	.0037	36.3	11.0	14.4	15.6	35.9	3.4	88,733	15,204	7,282	12,899	3,297	19,451	4,599
Covington	8.6	.0037	36.3	11.0	14.4	15.6	35.9	3.4	88,733	15,204	7,282	12,899	3,297	19,451	4,599
Craig	4.1	.0017	34.0	10.3	16.7	18.9	29.4	1.5	5,086	348	51	426		685	244
Culpeper	23.9	.0103	32.2	10.5	16.2	18.2	27.2	8.2	88,968	32,228	3,257	9,580	1,797	11,338	6,530
Cumberland	8.4	.0036	32.1	9.7	13.9	17.5	28.4	2.8	11,226	3,434	524	1,003	302	1,127	52
Dickenson	20.8	.0089	29.2	11.8	16.4	17.6	22.9	7.0	74,872	25,484	1,728	5,758	2,485	21,419	1,105
Emporia city	4.6	.0020	37.8	10.0	12.8	15.0	37.9	1.8	93,586	19,831	10,111	5,238	2,864	19,431	2,996
Emporia	4.6	.0020	37.8	10.0	12.8	15.0	37.9	1.8	93,586	19,831	10,111	5,238	2,864	19,431	2,996
Essex	9.1	.0039	33.7	10.0	15.5	16.7	31.3	3.1	55,560	14,083	5,960	8,449	2,858	9,845	2,350
☐ Fairfax	636.2	.2727	30.9	10.7	19.6	24.2	17.9	229.1	3,540,353	672,568	271,863	660,293	168,309	560,318	156,392
☐ Fairfax city	18.4	.0078	30.7	14.8	19.5	20.5	21.0	6.9	441,438	70,620	40,286	50,272	18,514	126,266	10,492
Fairfax	18.4	.0078	30.7	14.8	19.5	20.5	21.0	6.9	441,438	70,620	40,286	50,272	18,514	126,266	10,492
☐ Falls Church city	9.1	.0039	36.2	9.8	20.6	19.8	32.1	4.3	207,994	24,932	15,156	19,613	14,109	67,384	7,838
Falls Church	9.1	.0039	36.2	9.8	20.6	19.8	32.1	4.3	207,994	24,932	15,156	19,613	14,109	67,384	7,838
Fauquier	38.9	.0167	31.4	11.1	16.4	20.9	23.2	13.1	113,607	32,984	8,049	1,898	2,830	16,520	4,801
Floyd	12.1	.0052	35.0	10.2	15.2	18.1	31.9	4.4	31,482	8,073	947	1,604	1,064	10,825	383
Franklin	37.5	.0161	31.5	13.5	16.3	18.8	25.4	12.8	75,327	29,268	3,537	4,927	2,598	8,259	3,205
Franklin city	7.4	.0032	32.0	11.9	15.0	15.4	30.1	2.6	77,457	23,102	4,727	3,854	4,085	12,515	6,486
Franklin	7.4	.0032	32.0	11.9	15.0	15.4	30.1	2.6	77,457	23,102	4,727	3,854	4,085	12,515	6,486
Frederick	36.9	.0158	30.7	10.6	17.7	20.6	21.8	12.1	35,564	5,734	1,683	4,937	382	6,977	385
Fredericksburg city	15.5	.0067	31.3	21.2	15.3	14.3	30.0	6.1	206,784	42,685	20,710	22,433	7,470	11,325	12,204
Fredericksburg	15.5	.0067	31.3	21.2	15.3	14.3	30.0	6.1	206,784	42,685	20,710	22,433	7,470	11,325	12,204
Galax city	6.5	.0027	38.0	10.4	14.4	17.5	36.1	2.8	85,516	25,001	8,572	10,448	5,020	11,843	3,244
Galax	6.5	.0027	38.0	10.4	14.4	17.5	36.1	2.8	85,516	25,001	8,572	10,448	5,020	11,843	3,244
Giles	17.9	.0077	33.6	9.9	15.4	17.9	30.0	6.3	76,355	26,372	3,673	1,949	1,241	18,171	4,554
Grayson	16.7	.0072	34.8	10.2	15.0	18.4	31.3	6.2	15,011	6,126	742	1,299	1,265	2,703	371
Greensville	11.1	.0048	29.7	11.0	15.0	16.4	25.7	3.4	3,423	120		137			
Halifax	30.5	.0130	32.8	10.9	15.1	17.5	29.2	9.9	23,953	7,940	988	1,933	173	1,771	1,204
Harrisonburg city	20.4	.0087	24.6	36.6	13.4	12.1	22.5	6.4	239,011	60,214	20,492	27,228	13,153	25,944	6,133
Harrisonburg	20.4	.0087	24.6	36.6	13.4	12.1	22.5	6.4	239,011	60,214	20,492	27,228	13,153	25,944	6.133
Henry	58.9	.0253	31.5	11.6	16.1	20.9	23.4	20.7	94,096	22,603	7,962	8,170	4,328	14,737	2,795
Highland	3.1	.0013	35.4	11.6	16.1	17.0	33.5	1.1	3,970	908	618	261	189	1,242	
Isle of Wight	22.4	.0096	31.3	11.5	16.6	18.8	25.0	7.5	75,099	19,679	5,470	876	1,260	25,162	2,925
King and Queen	6.0	.0026	33.6	10.7	15.4	16.5	31.4	2.1	5,741	1,243	614	465	33	1,315	
King George	11.3	.0048	30.3	9.9	17.1	19.9	22.0	3.7	21,892	9,913	800	171	425	3,934	936
King William	9.8	.0042	31.9	9.8	17.0	18.5	26.3	3.4	33,429	9,978	2,271	2,224	933	5,091	1,159

Virginia...where the best-selling paper is The Washington Post

Virginians buy 130,000 *more* Washington Posts than any other paper. Every day of the week. What's more, Post readers are concentrated in Virginia's most affluent area — four suburban Washington counties that account for 21% of Virginia's population and 30% of its buying income.

The Washington Post

For more information call Nick Cannistraro, Vice President-Marketing (202) 334-4171.

Sources: current Audit Bureau of Circulations reports; Sales & Marketing Management "Survey of Buying Power," 1983.

VA. (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lancaster	10.3	.0044	42.3	9.0	12.0	15.7	42.0	4.1	45,402	10,492	2,648	698	4,294	9,621	2,348
Lee	27.4	.0118	32.1	10.4	15.2	16.5	29.1	9.5	71,634	26,757	3,700	1,651	1,084	13,050	1,201
Lexington city	7.0	.0030	24.7	36.8	10.8	12.1	25.6	2.2	78,301	19,442	5,706	5,810	1,639	6,322	2,680
Lexington	7.0	.0030	24.7	36.8	10.8	12.1	25.6	2.2	78,301	19,442	5,706	5,810	1,639	6,322	2,680
☐ Loudoun	63.4	.0271	30.0	9.3	19.5	22.9	17.3	21.4	246,223	64,847	21,820	4,456	4,717	36,623	14,650
Louisa	18.9	.0081	32.6	10.9	15.0	18.1	28.2	6.5	45,092	20,328	813	2,449	337	3,226	1,080
Lunenburg	12.2	.0053	34.1	10.1	14.0	16.7	32.0	4.3	28,220	10,355	876	1,906	1,040	3,703	930
Madison	10.6	.0045	33.2	10.3	15.7	17.4	29.8	3.7	18,339	8,577	863	714	253	2,482	522
☐ Manassas city	17.1	.0073	27.9	12.0	23.5	18.5	14.9	5.8	142,402	31,294	6,733	9,301	5,591	25,566	5,189
Manassas	17.1	.0073	27.9	12.0	23.5	18.5	14.9	5.8	142,402	31,294	6,733	9,301	5,591	25,566	5,189
☐ Manassas Park city	6.4	.0027	24.6	14.0	20.6	17.[illegible]	11.1	1.9	24,929	14,698	1,114			3,010	419
Manassas Park	6.4	.0027	24.6	14.0	20.6	17.6	11.1	1.9	24,929	14,698	1,114			3,010	419
Martinsville city	17.3	.0074	36.1	10.3	14.5	16.8	34.4	6.6	245,868	54,638	16,012	29,651	7,840	51,763	10,544
Martinsville	17.3	.0074	36.1	10.3	14.5	16.8	34.4	6.6	245,868	54,638	16,012	29,651	7,840	51,763	10,544
Mathews	8.3	.0036	41.8	8.8	11.9	16.9	41.2	3.4	28,379	9,944	641	682	838	4,938	2,262
Mecklenburg	29.3	.0125	33.9	10.5	14.9	16.6	31.7	10.4	122,658	35,201	8,706	10,719	3,268	20,866	4,621
Middlesex	8.0	.0035	41.0	8.6	12.7	16.1	40.3	3.1	28,457	11,014	938	943	521	1,866	2,202
Montgomery	66.8	.0286	24.4	33.2	16.5	14.3	16.5	22.6	265,688	67,572	23,944	32,680	9,918	39,850	7,67
Nelson	12.3	.0053	34.6	10.2	15.0	17.5	31.8	4.3	23,753	10,108	3,648	727	845	2,946	225
Northampton	14.7	.0063	34.9	11.5	12.8	15.2	34.8	5.6	69,002	37,930	3,858	4,002	461	5,034	2,749
Northumberland	10.0	.0043	42.6	9.4	11.9	15.4	42.3	4.0	27,198	12,019	906	421	321	3,185	334
Norton city	4.9	.0021	31.9	11.7	15.5	16.1	29.1	1.8	75,859	9,801	5,821	1,076	1,371	26,539	1,338
Norton	4.9	.0021	31.9	11.7	15.5	16.1	29.1	1.8	75,859	9,801	5,821	1,076	1,371	26,539	1,338
Nottoway	14.6	.0063	36.3	10.1	12.9	16.7	34.8	5.2	53,620	18,603	3,877	2,972	2,604	11,2[illegible]6	2,511
Orange	19.3	.0082	33.6	10.3	15.1	18.1	29.7	6.9	78,297	19,981	3,070	2,300	1,368	14,178	3,576
Page	20.1	.0087	33.7	10.3	15.6	18.5	29.5	7.4	60,996	17,146	10,575	3,493	2,296	10,557	3,994
Patrick	18.1	.0077	34.3	9.7	15.1	19.8	29.1	6.5	33,263	6,906	912	4,657	717	7,614	1,609
Prince Edward	16.8	.0072	27.7	23.5	12.3	14.1	26.9	5.0	84,880	22,331	7,085	7,037	7,515	18,740	3,560
☐ Prince William	160.4	.0687	26.8	11.7	21.6	22.9	9.5	48.5	816,581	180,972	69,874	86,858	26,515	160,355	43,581
Pulaski	36.4	.0156	32.1	10.5	17.2	18.2	26.8	13.1	108,811	32,312	5,481	5,775	3,498	20,241	4,447
Radford city	13.4	.0057	24.5	35.2	12.5	13.1	21.8	3.9	94,916	23,632	5,277	11,409	6,223	24,775	3,605
Radford	13.4	.0057	24.5	35.2	12.5	13.1	21.8	3.9	94,916	23,632	5,277	11,409	6,223	24,775	3,605
Rappahannock	6.4	.0028	34.3	9.6	16.5	19.2	29.7	2.4	8,224	1,682	315	641	511	1,075	
Richmond	7.1	.0030	35.3	10.6	14.0	18.0	32.5	2.6	32,751	7,141	2,778	847	2,723	2,888	873
Rockbridge	18.2	.0078	33.5	10.9	15.6	19.2	28.5	6.4	28,941	5,395	364	133	42	444	334
Rockingham	59.3	.0254	30.7	14.8	17.1	18.0	24.6	20.5	89,092	27,251	4,983	3,159	3,298	16,152	4,017
Russell	33.8	.0145	30.5	11.9	17.6	17.9	24.1	11.8	62,992	13,482	2,107	2,615	5,996	17,216	1,334
☐ Scott	25.0	.0107	34.2	10.4	14.8	19.0	29.8	8.8	71,576	26,237	2,015	2,110	2,617	19,983	2,481
Shenandoah	28.8	.0124	34.8	10.1	15.4	18.2	31.6	10.9	101,424	30,384	4,236	3,695	2,143	20,795	2,270
Smyth	33.7	.0144	33.8	10.9	15.0	19.1	29.2	11.9	124,651	48,028	6,617	10,384	3,222	17,838	5,710
Southampton	18.5	.0079	31.3	14.5	15.0	17.3	27.2	5.4	26,317	6,691	883	1,971	2,035	4,162	396
South Boston city	7.1	.0030	35.2	9.1	15.1	16.3	34.0	2.6	98,422	30,542	4,705	10,929	6,332	15,565	4,785
South Boston	7.1	.0030	35.2	9.1	15.1	16.3	34.0	2.6	98,422	30,542	4,705	10,929	6,332	15,565	4,785
Spotsylvania	39.5	.0170	28.5	9.9	19.9	19.1	17.9	12.7	182,997	51,046	10,226	34,984	7,920	47,408	1,342
☐ Stafford	45.2	.0193	28.6	11.9	18.6	21.5	16.6	13.9	38,911	9,455	6,284	553	233	6,554	
Staunton city	21.5	.0093	35.6	12.9	15.4	18.1	32.7	7.9	185,686	41,601	10,354	33,171	7,057	38,408	9,755
Staunton	21.5	.0093	35.6	12.9	15.4	18.1	32.7	7.9	185,686	41,601	10,354	33,171	7,057	38,408	9,755
Surry	6.1	.0026	31.7	11.7	14.8	16.0	29.1	2.0	5,548	2,967	1,059	226	356	128	59
Sussex	10.6	.0046	31.9	11.1	15.1	16.7	28.6	3.6	33,543	7,947	2,271	1,991	545	9,780	1,544
Tazewell	53.1	.0228	30.6	11.6	17.1	17.6	24.9	18.3	336,970	128,227	11,147	22,814	8,315	81,675	6,183
Warren	23.0	.0098	33.5	10.3	15.9	18.7	29.0	8.7	100,478	30,578	8,080	10,080	2,390	15,673	1,793
☐ Washington	48.7	.0209	32.3	11.6	16.0	19.2	26.5	16.6	147,659	36,517	7,816	4,815	3,613	20,631	2,706
Waynesboro city	14.8	.0064	34.4	11.3	15.0	18.4	30.8	5.9	107,353	26,417	9,219	9,640	3,611	19,100	6,551
Waynesboro	14.8	.0064	34.4	11.3	15.0	18.4	30.8	5.9	107,353	26,417	9,219	9,640	3,611	19,100	6,551
Westmoreland	14.5	.0062	36.3	9.8	12.9	16.4	35.2	5.5	37,859	13,938	3,085	2,683	537	8,543	1,631
Winchester city	20.3	.0087	34.2	13.7	15.7	16.1	32.6	8.4	314,690	60,229	26,910	35,402	12,131	60,083	20,614
Winchester	20.3	.0087	34.2	13.7	15.7	16.1	32.6	8.4	314,690	60,229	26,910	35,402	12,131	60,083	20,614
Wise	46.3	.0198	29.8	12.7	16.9	16.4	24.8	15.5	183,177	55,746	5,668	7,204	4,361	33,044	4,253
Wythe	26.2	.0113	33.1	10.5	15.7	18.4	28.7	9.5	115,861	22,136	11,996	5,005	2,370	24,053	4,568
TOTAL METRO COUNTIES	**3,885.0**	**1.6650**	**30.3**	**13.7**	**19.0**	**19.2**	**21.9**	**1,406.4**	**20,676,291**	**4,450,192**	**1,836,183**	**2,878,869**	**905,717**	**3,786,867**	**751,121**
TOTAL STATE	**5,541.7**	**2.3754**	**30.7**	**13.4**	**18.1**	**18.8**	**23.5**	**1,982.8**	**26,988,928**	**6,258,631**	**2,244,128**	**3,398,728**	**1,119,436**	**4,924,800**	**990,548**

VA.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	**1,042,326**	**20,305**	**28.3**	**32.4**	**11.7**	**6.6**	**.0492**
Albemarle	603,509	22,304	26.7	33.7	13.7	8.8	.0209
Charlottesville city	296,604	17,836	29.7	29.9	9.4	5.0	.0226
• Charlottesville	296,604	17,836	29.7	29.9	9.4	5.0	.0226
Fluvanna	78,533	17,111	34.1	29.4	9.1	2.5	.0032
Greene	63,680	21,034	25.5	40.0	9.9	3.2	.0025
SUBURBAN TOTAL	745,722	21,436	27.6	33.8	12.7	7.4	.0266

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DANVILLE	**821,261**	**17,336**	**31.4**	**31.1**	**8.0**	**2.9**	**.0409**
Danville city	361,205	17,148	29.9	28.9	9.8	3.4	.0219
• Danville	361,205	17,148	29.9	28.9	9.8	3.4	.0219
Pittsylvania	460,056	17,459	32.4	32.7	6.7	2.5	.0190
SUBURBAN TOTAL	460,056	17,459	32.4	32.7	6.7	2.5	.0190
LYNCHBURG	**1,158,953**	**20,073**	**29.1**	**33.6**	**12.0**	**4.6**	**.0581**
Amherst	210,441	20,059	30.2	37.8	10.4	2.0	.0100

VA. (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Campbell	359,279	21,227	28.2	36.6	13.1	4.0	.0160
Lynchburg city	589,233	19,332	29.1	30.2	12.0	6.0	.0321
• Lynchburg	589,233	19,332	29.1	30.2	12.0	6.0	.0321
SUBURBAN TOTAL	569,720	20,762	29.0	37.0	12.1	3.2	.0260
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**10,380,759**	**21,567**	**27.2**	**33.2**	**14.9**	**5.7**	**.4974**
Chesapeake city	991,953	23,223	24.9	37.8	16.5	4.5	.0471
Chesapeake	991,953	23,223	24.9	37.8	16.5	4.5	.0471
Gloucester	178,928	20,330	27.6	34.6	12.3	4.1	.0086
Hampton city	1,092,581	21,994	27.2	34.2	15.8	5.3	.0568
• Hampton	1,092,581	21,994	27.2	34.2	15.8	5.3	.0568
James City	237,523	24,880	23.7	32.1	18.4	10.7	.0096
Newport News city	1,287,762	20,457	28.4	33.0	13.5	4.7	.0601
• Newport News	1,287,762	20,457	28.4	33.0	13.5	4.7	.0601
Norfolk city	2,063,855	17,112	32.0	27.5	9.5	4.6	.1058
• Norfolk	2,063,855	17,112	32.0	27.5	9.5	4.6	.1058
Poquoson city	84,029	26,043	19.4	41.5	19.3	5.1	.0030
Poquoson	84,029	26,043	19.4	41.5	19.3	5.1	.0030
Portsmouth city	801,310	18,712	28.9	30.6	12.3	3.7	.0399
• Portsmouth	801,310	18,712	28.9	30.6	12.3	3.7	.0399
Suffolk city	357,604	19,464	27.6	32.1	12.8	3.8	.0169
• Suffolk	357,604	19,464	27.6	32.1	12.8	3.8	.0169
Virginia Beach city	2,864,264	26,029	23.2	36.6	19.8	8.7	.1285
• Virginia Beach	2,864,264	26,029	23.2	36.6	19.8	8.7	.1285
Williamsburg city	89,503	20,582	29.5	27.0	15.1	9.4	.0069
Williamsburg	89,503	20,582	29.5	27.0	15.1	9.4	.0069
York	331,447	26,165	23.8	37.0	22.1	7.0	.0142
SUBURBAN TOTAL	1,913,383	23,517	24.9	36.3	17.2	5.7	.0894
RICHMOND - PETERSBURG	**7,362,397**	**23,200**	**24.4**	**34.5**	**16.7**	**6.8**	**.3510**
Charles City	45,303	19,812	29.4	34.6	10.0	4.8	.0018
Chesterfield	1,680,335	30,626	16.1	37.7	27.1	11.2	.0733
Colonial Heights city	159,329	25,813	21.9	38.2	21.2	5.3	.0073
Colonial Heights	159,329	25,813	21.9	38.2	21.2	5.3	.0073
Dinwiddie	150,802	21,676	24.5	35.9	14.3	4.4	.0058
Goochland	108,303	23,041	22.1	34.0	13.0	10.1	.0041
Hanover	477,750	25,511	21.4	37.9	19.4	6.0	.0226
Henrico	1,959,680	24,873	23.9	38.8	17.6	7.1	.0954
Hopewell city	202,505	21,850	24.0	35.8	16.2	3.2	.0104
Hopewell	202,505	21,850	24.0	35.8	16.2	3.2	.0104
New Kent	91,961	22,537	24.8	40.7	14.7	2.4	.0037
Petersburg city	310,300	16,827	30.5	28.1	9.2	4.1	.0193
• Petersburg	310,300	16,827	30.5	28.1	9.2	4.1	.0193
Powhatan	105,608	24,443	20.5	40.5	18.3	3.6	.0042
Prince George	182,045	21,376	31.3	36.9	13.5	3.7	.0068
Richmond city	1,898,476	18,008	29.5	28.3	10.8	5.4	.0963
• Richmond	1,898,476	18,008	29.5	28.3	10.8	5.4	.0963
SUBURBAN TOTAL	5,153,621	26,014	21.6	38.0	20.1	7.6	.2354
ROANOKE	**1,995,840**	**20,343**	**28.1**	**33.5**	**12.4**	**5.0**	**.1006**
Botetourt	186,865	19,698	29.2	35.9	10.6	2.7	.0081
Roanoke	716,660	25,437	23.0	39.3	18.8	6.6	.0313
Roanoke city	865,986	17,237	30.5	29.3	8.8	4.3	.0473
• Roanoke	865,986	17,237	30.5	29.3	8.8	4.3	.0473
Salem city	226,329	20,809	30.1	33.4	12.8	6.2	.0139
Salem	226,329	20,809	30.1	33.4	12.8	6.2	.0139
SUBURBAN TOTAL	1,129,854	23,339	25.8	37.2	15.9	5.8	.0533

ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Accomack	207,746	13,813	32.0	22.2	6.3	3.9	.0106
☐ Alexandria city	1,605,608	26,623	22.0	34.0	19.3	13.7	.0696
Alexandria	1,605,608	26,623	22.0	34.0	19.3	13.7	.0696
Alleghany	106,561	20,394	27.7	35.1	12.3	3.7	.0041
Amelia	49,923	16,051	35.6	30.3	4.9	1.8	.0022
Appomattox	85,056	18,075	31.2	33.4	7.4	2.7	.0046
☐ Arlington	2,360,673	28,315	20.7	31.2	20.5	17.4	.0938
• Arlington	2,360,673	28,315	20.7	31.2	20.5	17.4	.0938
Augusta	434,404	19,938	30.5	34.2	11.5	4.1	.0178
Bath	45,009	15,587	34.2	23.3	11.6	2.6	.0020
Bedford	268,642	20,294	29.6	36.3	11.2	3.4	.0102
Bedford city	45,332	16,486	30.6	28.3	9.8	2.5	.0036
Bedford	45,332	16,486	30.6	28.3	9.8	2.5	.0036
Bland	39,555	17,238	34.8	33.3	4.6	1.1	.0018
☐ Bristol city	153,507	17,453	27.2	29.7	9.3	4.1	.0119
• Bristol	153,507	17,453	27.2	29.7	9.3	4.1	.0119
Brunswick	84,362	13,530	35.5	23.4	4.7	1.8	.0043
Buchanan	268,593	19,415	27.3	35.1	9.7	3.3	.0131
Buckingham	63,182	13,416	35.4	22.5	3.8	2.0	.0031
Buena Vista city	43,149	17,414	38.7	34.1	4.2	1.6	.0023
Buena Vista	43,149	17,414	38.7	34.1	4.2	1.6	.0023
Caroline	123,753	17,691	33.0	31.3	9.4	2.5	.0056
Carroll	156,773	14,302	37.6	24.5	3.7	1.1	.0072
Charlotte	68,807	14,310	31.1	26.2	5.6	1.7	.0033
Clarke	86,969	19,636	31.1	31.9	10.9	6.0	.0036
Clifton Forge city	39,542	17,436	28.4	27.6	11.4	4.4	.0020
Clifton Forge	39,542	17,436	28.4	27.6	11.4	4.4	.0020
Covington city	56,043	14,857	36.3	27.0	4.1	.6	.0044
Covington	56,043	14,857	36.3	27.0	4.1	.6	.0044
Craig	27,646	17,585	32.7	36.2	4.7	1.8	.0010
Culpeper	174,256	18,618	28.8	32.2	9.7	4.2	.0086
Cumberland	48,246	14,784	34.2	23.6	7.0	2.3	.0021
Dickenson	129,166	16,775	31.1	32.1	5.4	2.4	.0068
Emporia city	33,693	15,443	38.0	23.2	6.6	3.8	.0038
Emporia	33,693	15,443	38.0	23.2	6.6	3.8	.0038
Essex	53,352	14,929	38.1	24.4	5.5	2.2	.0035
☐ Fairfax	8,584,992	35,728	13.5	29.2	28.1	23.4	.3490
☐ Fairfax city	250,062	33,789	15.6	30.2	25.7	22.1	.0193
Fairfax	250,062	33,789	15.6	30.2	25.7	22.1	.0193
☐ Falls Church city	150,001	31,561	17.4	32.0	22.2	21.5	.0099
Falls Church	150,001	31,561	17.4	32.0	22.2	21.5	.0099
Fauquier	341,127	23,266	24.7	33.2	16.2	8.5	.0142
Floyd	73,415	14,906	32.9	27.7	5.0	1.0	.0036
Franklin	264,621	18,554	32.5	33.7	8.9	2.5	.0113
Franklin city	54,044	17,096	28.9	25.1	12.5	4.6	.0041
Franklin	54,044	17,096	28.9	25.1	12.5	4.6	.0041
Frederick	276,974	21,261	28.4	38.4	11.4	3.9	.0106
Fredericksburg city	138,805	18,612	30.9	28.7	11.5	5.6	.0101
Fredericksburg	138,805	18,612	30.9	28.7	11.5	5.6	.0101
Galax city	52,400	14,595	39.4	24.4	3.2	3.6	.0041
Galax	52,400	14,595	39.4	24.4	3.2	3.6	.0041
Giles	125,712	17,743	34.0	31.3	8.6	2.6	.0065
Grayson	105,270	14,569	37.3	24.7	4.3	1.9	.0044
Greensville	56,611	14,248	33.1	25.8	5.9	1.1	.0024
Halifax	187,292	16,656	32.6	30.3	6.7	2.3	.0076

Dailies' $19 million expansion features new offset presses

To better meet the needs of readers and advertisers within the Newport News/Hampton/Williamsburg SMSA, the Daily Press, Inc., went on-line June 1, 1983, with a new 16-unit Goss Metroliner offset press and other computerized equipment.

The end result is a vastly improved product, enhancing our reputation for leadership in this diverse, fast-growing market.

For more info, contact Jerry Marple, General Advertising Manager, or any one of the 12 offices of our national representative, Sawyer-Ferguson-Walker.

NEWPORT NEWS-HAMPTON SMSA
Daily Press
The Times-Herald
(804) 244-8421
P.O. Box 746, Newport News, Va. 23607
Represented by Sawyer-Ferguson-Walker
The Sun Belt starts here
...at Hampton Roads!

VA. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Harrisonburg city	144,208	16,544	30.7	28.2	9.5	4.0	.0117
Harrisonburg	144,208	16,544	30.7	28.2	9.5	4.0	.0117
Henry	423,260	18,935	32.4	35.8	8.3	2.0	.0173
Highland	17,002	13,722	32.7	23.9	5.0	.5	.0008
Isle of Wight	166,175	20,614	26.9	37.1	10.5	4.0	.0078
King and Queen	37,322	14,439	32.4	26.7	4.7	2.8	.0015
King George	93,606	23,218	23.7	31.6	18.4	7.2	.0037
King William	77,061	20,381	28.3	35.1	10.8	5.1	.0036
Lancaster	85,881	17,114	29.0	27.9	8.6	6.2	.0040
Lee	149,012	13,068	34.1	22.8	4.2	1.4	.0077
Lexington city	52,358	16,314	31.1	22.0	11.0	6.9	.0040
Lexington	52,358	16,314	31.1	22.0	11.0	6.9	.0040
☐ Loudoun	666,600	29,287	17.2	34.9	25.2	11.7	.0276
Louisa	114,494	15,747	32.6	28.2	6.0	1.5	.0055
Lunenburg	73,756	14,345	33.2	24.9	6.1	2.2	.0035
Madison	66,520	16,303	37.2	29.0	5.1	2.2	.0029
☐ Manassas city	177,998	30,200	17.8	37.4	29.4	7.1	.0095
Manassas	177,998	30,200	17.8	37.4	29.4	7.1	.0095
☐ Manassas Park city	45,766	23,988	22.0	52.3	12.6	2.1	.0023
Manassas Park	45,766	23,988	22.0	52.3	12.6	2.1	.0023
Martinsville city	154,494	19,386	29.1	29.3	11.9	7.1	.0117
Martinsville	154,494	19,386	29.1	29.3	11.9	7.1	.0117
Mathews	79,593	20,141	25.9	31.7	12.9	6.2	.0033
Mecklenburg	191,400	15,154	31.5	28.3	6.5	2.6	.0103
Middlesex	58,646	15,376	33.5	23.8	8.3	3.6	.0029
Montgomery	505,145	17,747	30.1	28.3	11.0	4.6	.0245
Nelson	82,456	15,752	29.6	28.1	6.7	4.1	.0035
Northampton	86,267	12,743	32.9	20.1	5.1	1.8	.0051
Northumberland	77,792	15,799	34.7	26.2	6.2	4.8	.0034
Norton city	36,941	16,040	29.7	24.9	11.6	3.3	.0034
Norton	36,941	16,040	29.7	24.9	11.6	3.3	.0034
Nottoway	105,484	17,450	29.8	30.9	8.0	3.9	.0051
Orange	141,026	17,540	31.9	29.1	10.3	3.5	.0071
Page	128,735	15,146	36.6	27.0	4.8	1.9	.0064
Patrick	124,574	16,959	31.7	32.9	6.4	2.0	.0053
Prince Edward	93,582	15,061	32.4	26.5	6.5	2.3	.0060
☐ Prince William	1,509,828	30,283	16.9	39.7	27.5	8.9	.0708
Pulaski	245,001	16,993	35.2	31.9	5.7	1.9	.0118
Radford city	96,859	19,021	28.5	30.8	11.6	5.2	.0060
Radford	96,859	19,021	28.5	30.8	11.6	5.2	.0060
Rappahannock	49,885	18,000	28.2	30.2	8.8	5.3	.0019
Richmond	51,497	17,387	29.4	30.6	9.0	3.0	.0027
Rockbridge	115,302	16,133	34.6	28.6	6.4	1.7	.0051
Rockingham	432,893	18,715	31.5	33.9	8.8	3.1	.0174
Russell	225,251	17,083	30.9	31.2	8.4	2.1	.0098
☐ Scott	171,685	16,548	28.5	27.3	11.9	2.3	.0081
Shenandoah	210,077	16,846	34.8	29.7	7.5	2.6	.0100
Smyth	216,281	15,729	37.4	28.2	4.4	2.1	.0113
Southampton	104,005	16,956	26.2	31.1	8.6	2.2	.0048
South Boston city	52,290	17,494	32.3	29.5	7.7	4.2	.0045
South Boston	52,290	17,494	32.3	29.5	7.7	4.2	.0045
Spotsylvania	301,875	22,456	26.6	41.3	12.6	3.6	.0154
☐ Stafford	384,813	25,842	22.3	40.3	19.7	5.9	.0136
Staunton city	173,790	18,845	31.5	32.8	9.7	4.2	.0109
Staunton	173,790	18,845	31.5	32.8	9.7	4.2	.0109
Surry	34,267	14,861	36.4	24.9	4.4	2.1	.0015
Sussex	68,827	17,022	27.5	30.6	8.1	3.1	.0035
Tazewell	361,550	17,636	31.7	33.0	7.1	2.8	.0220
Warren	168,205	17,420	33.5	33.0	7.1	2.1	.0086
☐ Washington	315,441	16,032	33.4	28.9	5.6	3.2	.0155
Waynesboro city	137,466	20,319	30.7	34.3	11.5	5.2	.0075
Waynesboro	137,466	20,319	30.7	34.3	11.5	5.2	.0075
Westmoreland	95,171	14,702	34.6	24.1	6.3	2.8	.0045
Winchester city	181,989	17,332	32.0	27.3	10.2	5.2	.0145
Winchester	181,989	17,332	32.0	27.3	10.2	5.2	.0145
Wise	324,862	18,840	28.2	33.9	9.4	3.5	.0164
Wythe	171,192	15,650	37.2	27.8	5.2	2.0	.0093
TOTAL METRO COUNTIES	**39,138,510**	**24,496**	**23.5**	**33.0**	**17.9**	**9.9**	**1.7981**
TOTAL STATE	**50,739,866**	**22,122**	**25.9**	**32.2**	**15.2**	**7.9**	**2.3800**

WASHINGTON

WASH.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BELLINGHAM	**112.4**	**.0482**	**29.6**	**15.8**	**19.3**	**15.5**	**24.2**	**42.6**	**590,593**	**119,598**	**86,521**	**79,783**	**22,763**	**86,773**	**22,512**
Whatcom	112.4	.0482	29.6	15.8	19.3	15.5	24.2	42.6	590,593	119,598	86,521	79,783	22,763	86,773	22,512
• Bellingham	47.4	.0203	29.2	22.6	19.4	13.1	25.6	19.5	401,784	73,223	58,625	74,333	15,028	47,778	16,145
SUBURBAN TOTAL	65.0	.0279	30.0	10.9	19.2	17.3	23.1	23.1	188,809	46,375	27,896	5,450	7,735	38,995	6,367
BREMERTON	**159.6**	**.0684**	**30.2**	**12.9**	**18.9**	**17.8**	**23.2**	**58.5**	**632,917**	**192,675**	**62,195**	**63,450**	**19,733**	**78,328**	**48,504**
Kitsap	159.6	.0684	30.2	12.9	18.9	17.8	23.2	58.5	632,917	192,675	62,195	63,450	19,733	78,328	48,504
• Bremerton	36.7	.0157	28.5	22.2	18.2	12.3	25.9	14.6	370,325	89,919	36,024	60,906	14,812	51,378	30,945
SUBURBAN TOTAL	122.9	.0527	30.7	10.1	19.0	19.4	22.5	43.9	262,592	102,756	26,171	2,544	4,921	26,950	17,559
OLYMPIA	**137.3**	**.0589**	**30.5**	**11.7**	**18.9**	**18.2**	**23.3**	**52.6**	**567,400**	**165,495**	**64,464**	**57,322**	**28,686**	**72,445**	**24,936**
Thurston	137.3	.0589	30.5	11.7	18.9	18.2	23.3	52.6	567,400	165,495	64,464	57,322	28,686	72,445	24,936
• Olympia	28.6	.0123	32.3	12.5	19.0	17.0	27.8	12.5	294,681	82,146	32,986	15,236	17,090	61,793	4,091
SUBURBAN TOTAL	108.7	.0466	30.0	11.4	18.7	18.5	22.2	40.1	272,719	83,349	31,478	42,086	11,596	10,652	20,845
RICHLAND - KENNEWICK - PASCO	**159.4**	**.0683**	**28.8**	**12.3**	**19.7**	**17.8**	**19.9**	**58.0**	**962,350**	**248,387**	**94,710**	**108,992**	**29,742**	**135,026**	**61,374**
Benton	121.4	.0520	29.1	12.1	20.0	18.8	19.3	44.7	773,988	201,173	74,466	85,937	24,843	98,546	51,238
• Kennewick	37.9	.0162	27.5	15.0	23.0	16.5	16.3	14.7	571,603	145,253	53,270	82,891	19,990	67,386	34,019
• Richland	34.4	.0147	31.5	10.7	17.4	20.4	23.5	13.1	142,023	38,938	18,310	2,639	4,007	15,277	15,888
Franklin	38.0	.0163	27.7	13.0	18.5	14.8	21.7	13.3	188,362	47,214	20,244	23,055	4,899	36,480	10,136
• Pasco	19.3	.0083	27.9	15.5	17.4	12.8	24.8	7.3	159,936	39,151	17,710	17,173	4,756	34,776	7,837
SUBURBAN TOTAL	67.8	.0291	28.5	10.8	19.4	18.7	18.7	22.9	88,788	25,045	5,420	6,289	989	17,587	3,630

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

WASH. (cont.)
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SEATTLE	**1,656.1**	**.7099**	**31.4**	**12.9**	**20.2**	**18.7**	**24.0**	**652.5**	**9,989,756**	**2,306,024**	**1,373,991**	**1,151,900**	**422,677**	**1,282,997**	**388,910**
King	1,300.2	.5573	31.7	13.2	20.4	18.6	24.7	520.4	8,108,229	1,840,730	1,158,253	885,929	340,724	989,156	321,483
● Auburn	28.4	.0122	29.9	15.4	18.5	16.9	23.7	11.4	269,669	58,077	24,364	7,788	13,405	84,702	12,159
Bellevue	75.0	.0321	32.0	13.8	16.6	23.3	21.7	29.0	983,768	196,582	109,657	89,701	43,596	131,929	25,179
● Seattle	491.2	.2105	33.2	15.1	22.4	14.7	31.3	223.7	3,298,598	616,409	577,862	384,140	115,312	425,745	124,073
Snohomish	355.9	.1526	30.2	11.9	19.3	18.9	21.8	132.1	1,881,529	465,294	215,738	265,971	81,953	293,841	67,427
● Everett	54.7	.0234	32.0	14.3	17.1	15.0	29.9	23.4	572,834	166,822	56,062	119,325	18,225	66,422	10,231
SUBURBAN TOTAL	1,081.8	.4638	30.5	11.8	19.4	20.7	20.5	394.0	5,848,657	1,464,716	715,703	640,647	275,735	706,128	242,447
SEATTLE - TACOMA CONSOLIDATED AREA	***2,163.9***	***.9276***	***31.0***	***13.5***	***19.7***	***18.3***	***23.7***	***840.2***	***12,234,356***	***2,803,152***	***1,624,256***	***1,439,622***	***513,979***	***1,652,630***	***466,369***
SPOKANE	**353.9**	**.1517**	**30.5**	**13.5**	**18.0**	**16.4**	**25.5**	**136.2**	**1,742,510**	**408,206**	**202,246**	**236,007**	**76,125**	**241,947**	**69,225**
Spokane	353.9	.1517	30.5	13.5	18.0	16.4	25.5	136.2	1,742,510	408,206	202,246	236,007	76,125	241,947	69,225
● Spokane	173.4	.0743	31.9	14.3	18.0	13.8	30.6	73.7	1,117,197	217,776	134,627	205,407	45,423	149,396	41,754
SUBURBAN TOTAL	180.5	.0774	29.1	12.9	17.7	18.9	20.7	62.5	625,313	190,430	67,619	30,600	30,702	92,551	27,471
TACOMA	**507.8**	**.2177**	**29.3**	**15.3**	**18.1**	**17.0**	**22.7**	**187.7**	**2,244,598**	**497,128**	**250,265**	**287,722**	**91,302**	**369,633**	**77,459**
Pierce	507.8	.2177	29.3	15.3	18.1	17.0	22.7	187.7	2,244,598	497,128	250,265	287,722	91,302	369,633	77,459
● Tacoma	161.6	.0693	31.1	13.8	17.7	14.7	28.4	66.7	1,120,719	158,275	122,418	241,034	43,518	235,711	33,186
SUBURBAN TOTAL	346.2	.1484	28.5	16.0	18.2	18.0	20.2	121.0	1,123,879	338,853	127,847	46,688	47,784	133,922	44,273
VANCOUVER	**205.6**	**.0882**	**29.7**	**11.1**	**19.1**	**18.1**	**21.8**	**75.4**	**727,407**	**183,640**	**100,640**	**104,987**	**18,292**	**88,341**	**32,650**
Clark	205.6	.0882	29.7	11.1	19.1	18.1	21.8	75.4	727,407	183,640	100,640	104,987	18,292	88,341	32,650
● Vancouver	43.4	.0186	32.5	14.9	17.3	14.2	31.5	19.6	269,513	47,454	52,109	23,596	13,252	39,648	10,006
SUBURBAN TOTAL	162.2	.0696	29.0	10.1	19.7	19.1	19.1	55.8	457,894	136,186	48,531	81,391	5,040	48,693	22,644
YAKIMA	**179.3**	**.0769**	**30.8**	**11.4**	**16.2**	**16.5**	**26.7**	**65.2**	**835,058**	**199,579**	**81,831**	**95,861**	**32,847**	**137,571**	**32,822**
Yakima	179.3	.0769	30.8	11.4	16.2	16.5	26.7	65.2	835,058	199,579	81,831	95,861	32,847	137,571	32,822
● Yakima	51.2	.0219	32.7	12.5	16.9	14.9	31.2	21.2	513,218	121,195	56,764	69,684	21,969	80,696	12,219
SUBURBAN TOTAL	128.1	.0550	29.9	11.0	15.8	17.2	24.8	44.0	321,840	78,384	25,067	26,177	10,878	56,875	20,603
OTHER COUNTIES															
Adams	13.5	.0057	28.9	10.3	16.3	16.8	23.2	4.8	48,891	13,277	9,398	957	881	3,832	5,188
Asotin	17.6	.0076	32.0	10.9	16.3	16.2	28.9	6.8	41,595	14,188	5,407	54	2,092	2,768	4,737
Chelan	45.8	.0197	34.1	10.9	16.0	16.9	31.7	18.5	257,068	63,434	29,942	26,020	6,911	36,188	12,166
Clallam	54.8	.0234	32.6	11.2	17.2	15.6	30.3	21.6	258,414	78,947	31,810	14,129	7,422	26,727	18,799
Columbia	4.0	.0017	38.3	6.3	14.5	16.5	37.3	1.6	8,323	2,894	1,197	351	218	895	498
Cowlitz	81.8	.0350	30.7	11.3	17.8	17.3	25.0	31.1	353,043	92,340	38,891	50,737	10,926	56,506	14,754
Douglas	23.5	.0101	31.3	10.2	17.7	18.9	24.5	8.9	94,212	35,438	6,218	9,668	3,039	7,180	10,591
Ferry	6.5	.0028	28.4	11.6	18.6	16.7	21.0	2.1	11,466	4,844	1,160	683	84	1,624	215
Garfield	2.3	.0010	37.9	7.4	13.7	17.0	36.2	1.0	3,414	1,276	254	40	62	395	158

Our new Jumbo Combo covers Seattle like the rain.

Now you can buy one of America's most lucrative markets for peanuts. Our new Jumbo Combo package gives you two daily giants, The Seattle Times and Seattle Post-Intelligencer, at a 15% combination rate savings.

Together, both papers deliver an audience of over 931,000 unduplicated adult readers — that's one million gross. For the complete details of this mammoth story, contact your CWO&O representative.

THE JUMBO COMBO
The Seattle Times/Seattle Post-Intelligencer

WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Grant	50.1	.0215	29.9	11.2	15.8	16.5	25.4	18.2	220,434	73,090	25,661	4,809	6,033	27,058	14,978
Grays Harbor	66.9	.0286	31.9	11.2	16.8	16.5	28.3	26.0	414,976	123,926	46,623	24,811	18,851	53,949	9,162
Island	47.8	.0205	30.3	13.8	18.1	16.3	25.3	17.6	125,636	38,586	12,412	3,262	4,904	18,569	1,469
Jefferson	17.4	.0075	35.8	8.2	17.3	16.5	34.5	7.1	67,577	17,668	11,910	683	954	4,798	2,458
Kittitas	24.5	.0105	28.9	21.4	16.7	14.7	25.2	9.5	112,734	26,255	14,099	4,201	2,203	9,871	1,239
Klickitat	16.7	.0072	31.3	9.8	17.7	16.7	26.8	6.2	29,009	5,486	3,343	445	85	6,330	1,221
Lewis	57.7	.0247	32.2	10.2	15.6	16.8	28.8	21.8	265,440	67,527	28,761	40,770	10,837	28,906	13,337
Lincoln	9.5	.0041	36.3	7.5	14.7	17.4	34.2	3.7	22,403	7,292	2,939	216	106	1,609	1,216
Mason	33.1	.0142	33.4	11.3	15.7	16.4	31.0	13.0	117,370	41,897	13,074	2,797	3,090	11,944	2,414
Okanogan	31.7	.0135	32.1	9.4	16.7	17.7	27.4	12.1	116,914	42,792	10,006	4,890	2,654	14,405	3,777
Pacific	17.5	.0075	36.8	9.1	14.8	15.0	36.8	7.3	56,975	18,177	9,489	4,427	1,090	2,906	1,931
Pend Oreille	9.3	.0040	32.2	8.1	15.7	17.9	27.6	3.3	15,083	4,963	2,134	346	172	3,413	502
San Juan	8.9	.0038	37.8	6.6	19.3	16.2	37.3	3.8	27,250	10,585	4,438	190	139	168	1,150
Skagit	66.2	.0284	32.9	10.5	17.2	16.8	29.6	25.8	352,452	91,296	35,921	7,972	13,607	50,930	23,694
Skamania	8.5	.0036	30.8	10.2	17.6	18.9	23.8	3.1	7,738	3,235	856		23	466	764
Stevens	32.3	.0138	29.7	9.0	18.1	17.9	22.5	11.1	100,872	29,419	12,151	5,786	3,718	12,664	2,445
Wahkiakum	3.8	.0016	32.8	8.5	15.9	16.2	30.2	1.4	4,444	1,012	919	501	53		395
Walla Walla	48.6	.0208	31.8	15.0	16.6	15.8	28.8	17.7	196,836	47,512	25,363	21,146	10,712	28,494	14,291
Whitman	40.2	.0172	24.3	35.3	16.4	12.2	18.1	13.6	97,027	33,120	11,381	409	3,565	14,582	3,811
TOTAL METRO COUNTIES	**3,471.4**	**1.4882**	**30.6**	**13.2**	**19.1**	**17.9**	**23.8**	**1,328.7**	**18,292,591**	**4,320,732**	**2,316,963**	**2,186,024**	**742,167**	**2,493,061**	**758,392**
TOTAL STATE	**4,311.9**	**1.8482**	**30.8**	**13.0**	**18.7**	**17.6**	**24.5**	**1,647.4**	**21,720,187**	**5,311,208**	**2,712,620**	**2,416,324**	**856,598**	**2,920,238**	**925,752**

The most important market in the Pacific Northwest!

SEATTLE
TACOMA

We've Got It Covered!

SEA-TAC Retailers Agree . . .

1982 Sea-Tac Retailers Lineage Shown in Inches

	TNT	TIMES	P.I.
FRED MEYER	137,854	256,689	514
J.C. PENNEY	108,313	101,859	18,298
SEARS	83,037	58,630	57,425
THE BON	49,247	164,466	47,734
SAFEWAY	38,555	36,825	27,313
K MART	35,074	3,425	30,296
PAY 'N SAVE	28,926	15,185	1,701
JAFCO	27,197	27,096	15,801
ERNST/MALMO	17,060	12,648	258
PAY 'N PAK	15,494	15,631	3,867
TOTAL	**540,757**	**692,454**	**203,207**
	(37.6)	(48.2)	(14.2)

SEA TAC
SEATTLE-TACOMA

The bright spot in the Pacific Northwest.

Tacoma News Tribune
P.O. Box 1100
Tacoma, Washington 98411
Over 240, Adult Readers • Represented by Sawyer-Ferguson-Walker

SNOHOMISH COUNTY
•EVERETT
•SEATTLE
KING COUNTY

We cover Snohomish County like nobody else combined! The fastest growing half of the Seattle-Everett SMSA.

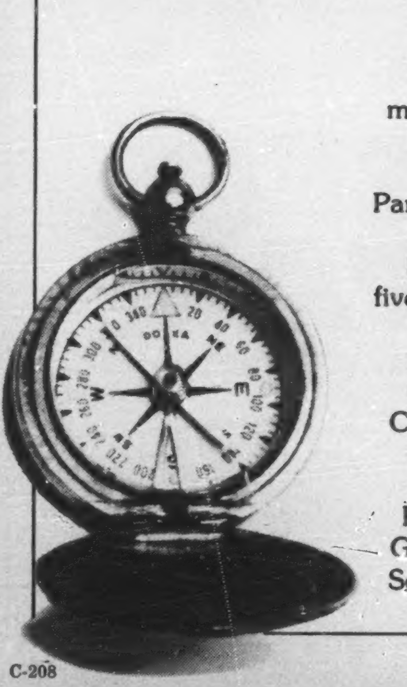
The Herald

Grand & California, Everett, WA 98201 206/339-3000
Represented nationally by Sawyer-Ferguson-Walker Co., Inc.

WASH.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**982,953**	**19,740**	**27.0**	**32.2**	**11.6**	**5.6**	**.0484**
Whatcom	982,953	19,740	27.0	32.2	11.6	5.6	.0484
• Bellingham	417,149	16,926	27.9	27.6	9.7	5.1	.0246
SUBURBAN TOTAL	565,804	22,061	26.3	36.0	13.2	6.0	.0238
BREMERTON	**1,615,227**	**24,762**	**23.4**	**34.8**	**18.6**	**8.0**	**.0682**
Kitsap	1,615,227	24,762	23.4	34.8	18.6	8.0	.0682
• Bremerton	346,740	18,895	29.2	31.1	12.3	3.7	.0212
SUBURBAN TOTAL	1,268,487	26,785	21.5	36.0	20.7	9.5	.0470
OLYMPIA	**1,352,162**	**23,098**	**25.0**	**32.9**	**17.2**	**7.2**	**.0583**
Thurston	1,352,162	23,098	25.0	32.9	17.2	7.2	.0583
• Olympia	306,499	20,340	25.7	28.3	14.1	8.5	.0175
SUBURBAN TOTAL	1,045,663	23,967	24.8	34.5	18.1	6.7	.0408
RICHLAND - KENNEWICK - PASCO	**1,811,492**	**29,740**	**17.6**	**31.1**	**24.7**	**13.9**	**.0816**
Benton	1,476,194	31,856	15.7	30.5	27.0	16.1	.0655
• Kennewick	454,162	29,577	17.5	31.9	25.4	12.6	.0293
• Richland	469,427	35,256	13.6	27.0	28.8	21.7	.0176
Franklin	335,298	22,990	23.8	33.3	17.3	6.4	.0161
• Pasco	161,111	20,237	24.7	33.6	13.5	3.5	.0097
SUBURBAN TOTAL	726,792	30,294	17.6	32.4	25.4	13.5	.0250
SEATTLE	**19,795,455**	**27,285**	**20.0**	**31.7**	**20.9**	**12.8**	**.8705**
King	16,067,705	27,553	19.8	30.7	21.1	13.7	.7028
• Auburn	302,061	24,662	21.9	35.4	19.2	7.2	.0167
Bellevue	1,093,341	33,722	16.9	27.8	24.0	23.8	.0584
• Seattle	5,961,999	21,842	24.7	28.9	15.6	9.7	.2694
Snohomish	3,727,750	26,418	20.7	35.6	20.6	8.9	.1677
• Everett	549,195	20,492	25.0	31.7	13.1	6.4	.0330
SUBURBAN TOTAL	12,982,200	30,412	16.8	33.3	24.5	15.0	.5514
SEATTLE - TACOMA CONSOLIDATED AREA	***24,159,267***	***25,513***	***21.7***	***32.0***	***19.0***	***11.0***	***1.0758***



Quest For The Best Test

Look no further than The Specific Northwest — Spokane. We're a top test market, rated so by Burgoyne, Dancer Fitzgerald Sample, Market Audits, Marketest, Paratest Marketing and Sales & Marketing Management. Spokane is ranked in the top five nationally, and number one in the Northwest. Join other major advertisers; Whirlpool Corporation, Bristol Meyers, Cox Cable TV, R.J. Reynolds, P. Lorillard Company, American Tobacco, General Foods, Creamette Company, General Mills and McCormick-Schilling, and test in Spokane.

The Spokesman-Review and Spokane Chronicle make it easy to test The Specific Northwest — just one newspaper buy covers it all, does the job with remarkable efficiency.

For further test market information, write or call . . .

National Advertising Department
P.O. Box 2160
Spokane, WA 99210
Phone: (509) 455-6881

THE SPOKESMAN-REVIEW
Spokane Chronicle

WESTERN WASHINGTON NEWSPAPER NETWORKS

WWNN(1): 1 order—1 buy—1 bill at a discount that makes it easy to buy 263,639 circulation, 8 daily newspapers and 21.4% coverage of Western Washington.
WWNN(2): Greater Seattle Newspaper Network (2 newspapers).
WWNN(3): Puget Sound Newspaper Network (4 newspapers).

Nationally marketed by
LANDON

Aberdeen (WA) World (1)(3) • Bellevue (WA) Jrl-American (1)(2) • Longview (WA) News (1)(3) • Mt. Vernon (WA) Skagit Valley Herald (1)(3) • Port Angeles (WA) News (1)(3) • Valley (Renton, Kent, Auburn) Newspapers (1)(2)

WASH. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1982

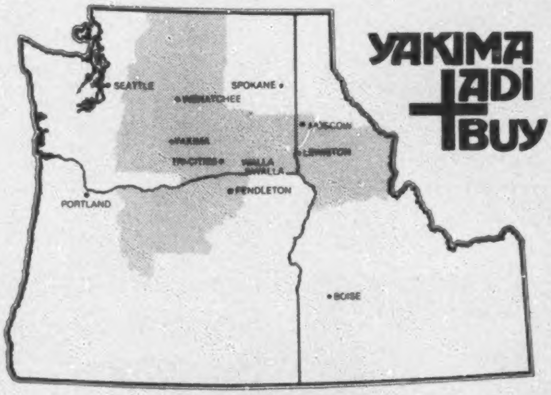
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SPOKANE	**2,942,873**	**18,738**	**28.3**	**32.0**	**10.7**	**3.9**	**.1457**
Spokane	2,942,873	18,738	28.3	32.0	10.7	3.9	.1457
• Spokane	1,442,690	16,378	30.0	28.7	8.1	3.1	.0786
SUBURBAN TOTAL	1,500,183	21,677	26.4	36.1	13.7	4.7	.0671
TACOMA	**4,363,812**	**20,160**	**27.6**	**33.4**	**12.3**	**4.7**	**.2053**
Pierce	4,363,812	20,160	27.6	33.4	12.3	4.7	.2053
• Tacoma	1,334,107	17,171	28.6	30.2	9.1	3.2	.0751
SUBURBAN TOTAL	3,029,705	21,831	27.0	35.2	14.1	5.5	.1302
VANCOUVER	**1,942,643**	**24,031**	**22.6**	**35.7**	**17.7**	**6.5**	**.0822**
Clark	1,942,643	24,031	22.6	35.7	17.7	6.5	.0822
• Vancouver	419,174	17,621	28.1	28.1	11.0	5.0	.0207
SUBURBAN TOTAL	1,523,469	25,959	20.7	38.4	20.1	7.0	.0615
YAKIMA	**1,403,752**	**18,160**	**28.7**	**30.6**	**10.2**	**4.5**	**.0703**
Yakima	1,403,752	18,160	28.7	30.6	10.2	4.5	.0703
• Yakima	438,558	16,950	28.7	28.1	10.1	4.1	.0285
SUBURBAN TOTAL	965,194	18,710	28.8	31.7	10.2	4.7	.0418
OTHER COUNTIES							
Adams	128,099	24,342	22.5	36.1	15.8	9.1	.0054
Asotin	157,791	20,517	25.2	30.5	14.8	5.8	.0063
Chelan	415,757	18,967	28.9	30.3	11.8	5.4	.0205
Clallam	490,013	19,907	29.0	33.6	11.4	4.8	.0231
Columbia	35,405	19,476	27.2	33.7	9.8	5.2	.0014
Cowlitz	775,768	23,406	21.7	35.8	16.7	5.6	.0345
Douglas	211,369	21,472	27.3	32.8	15.5	5.1	.0094
Ferry	44,495	19,200	26.7	34.0	11.2	2.5	.0019
Garfield	24,941	22,154	27.0	33.1	16.0	6.5	.0009
Grant	413,423	20,323	27.6	32.5	13.4	5.0	.0198
Grays Harbor	620,465	21,484	24.4	32.4	15.3	5.7	.0314
Island	447,819	20,949	30.2	32.2	13.3	7.1	.0178
Jefferson	162,047	19,090	29.2	30.8	11.4	5.6	.0070
Kittitas	192,211	16,041	28.8	26.8	9.0	3.9	.0096
Klickitat	134,438	19,389	29.3	33.8	11.0	3.6	.0053
Lewis	472,482	18,763	28.3	30.6	11.8	4.4	.0231
Lincoln	101,865	23,714	25.0	34.4	16.9	9.0	.0038
Mason	300,544	20,237	29.0	32.7	12.5	5.3	.0129
Okanogan	222,688	15,672	30.1	28.9	6.5	2.7	.0110
Pacific	155,741	17,624	29.0	28.7	10.2	4.9	.0066
Pend Oreille	59,557	15,236	28.7	29.5	7.7	1.5	.0026
San Juan	95,621	20,812	27.0	32.6	10.4	9.5	.0037
Skagit	612,362	20,737	26.2	32.4	13.1	6.2	.0294
Skamania	60,760	18,292	32.6	35.8	5.8	1.8	.0023
Stevens	244,798	19,443	28.1	31.9	12.0	4.5	.0112
Wahkiakum	33,693	21,937	20.9	37.4	10.6	6.4	.0013
Walla Walla	443,893	21,059	25.8	30.9	15.2	6.6	.0197
Whitman	346,964	19,541	29.2	28.1	13.7	6.9	.0142
TOTAL METRO COUNTIES	**36,210,369**	**24,086**	**22.9**	**32.4**	**17.6**	**9.3**	**1.6305**
TOTAL STATE	**43,615,378**	**23,277**	**23.7**	**32.3**	**16.7**	**8.6**	**1.9666**

Reach the entire Northwest market. Include the . . .

YAKIMA ADI BUY

53% MARKET PENETRATION
165,768 CIRCULATION

Represented by BRANHAM Newspaper Sales



YAKIMA ADI BUY

Group Discount
7 DAILIES • ONE BILL
• YAKIMA HERALD REPUBLIC • WENATCHEE WORLD • PASCO TRI-CITY HERALD
• WALLA WALLA UNION BULLETIN • PENDLETON EAST OREGONIAN
• LEWISTON MORNING TRIBUNE • MOSCOW IDAHOIAN

WEST VIRGINIA

W.VA. [illegible] ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLESTON	**270.3**	**.1158**	**32.5**	**11.3**	**17.4**	**17.6**	**28.2**	**102.3**	**1,647,596**	**367,381**	**113,795**	**282,302**	**55,140**	**377,418**	**53,755**
Kanawha	229.1	.0982	32.9	11.5	17.2	17.2	29.2	88.1	1,505,034	325,722	110,327	271,898	53,054	345,725	49,929
• Charleston	61.9	.0265	36.1	11.0	16.6	15.8	35.4	26.3	729,755	117,610	46,932	206,305	16,962	147,705	22,178
Putnam	41.2	.0176	30.8	10.4	18.5	19.7	22.5	14.2	142,562	41,659	3,468	10,404	2,086	31,693	3,826
SUBURBAN TOTAL	208.4	.0893	31.7	11.4	17.8	18.1	25.9	76.0	917,841	249,771	66,863	75,997	38,178	229,713	31,577
HUNTINGTON - ASHLAND	**341.7**	**.1463**	**31.8**	**11.8**	**16.0**	**17.7**	**27.1**	**123.3**	**1,530,822**	**404,886**	**104,871**	**225,692**	**78,645**	**219,798**	**58,475**
Cabell	105.5	.0452	32.9	13.4	15.6	16.7	30.1	40.5	677,746	163,489	58,455	102,740	31,646	109,427	31,362
• Huntington	61.6	.0264	35.0	14.9	14.3	14.7	35.3	25.2	516,151	113,856	46,727	81,082	27,111	96,840	25,888
Wayne	48.1	.0206	31.0	11.3	15.8	18.3	25.4	16.6	145,089	46,819	7,127	4,622	5,775	20,079	4,846
Boyd, Ky.	*55.7*	*.0238*	*32.7*	*11.3*	*16.2*	*18.3*	*28.0*	*20.7*	*321,956*	*73,375*	*19,927*	*79,844*	*16,624*	*39,951*	*9,209*
• Ashland	*26.6*	*.0114*	*36.7*	*10.9*	*13.8*	*16.9*	*35.0*	*10.8*	*287,511*	*66,366*	*16,809*	*75,269*	*14,047*	*37,441*	*7,844*
Carter, Ky.	*26.2*	*.0112*	*29.4*	*12.4*	*15.7*	*17.1*	*24.0*	*8.7*	*97,565*	*30,941*	*2,704*	*9,490*	*7,429*	*8,698*	*3,437*
Greenup, Ky.	*40.4*	*.0173*	*30.5*	*10.7*	*16.5*	*19.4*	*23.3*	*13.5*	*86,095*	*36,338*	*5,124*	*4,090*	*3,346*	*11,455*	*1,751*
Lawrence, Ohio	*65.8*	*.0282*	*31.4*	*10.8*	*15.5*	*17.8*	*26.5*	*23.3*	*202,371*	*53,924*	*11,534*	*24,906*	*13,825*	*30,188*	*7,870*
SUBURBAN TOTAL	253.5	.1085	30.7	11.2	16.5	18.6	24.3	87.3	727,160	224,664	41,335	69,341	37,487	85,517	24,743
PARKERSBURG - MARIETTA	**160.8**	**.0690**	**31.6**	**11.8**	**16.0**	**17.9**	**26.7**	**58.5**	**912,857**	**220,105**	**64,707**	**171,348**	**30,760**	**152,466**	**26,541**
Wood	94.4	.0405	32.1	11.2	16.2	18.1	27.2	34.8	637,695	138,043	42,211	141,349	21,419	123,807	15,093
• Parkersburg	40.0	.0171	34.7	11.3	14.9	15.7	33.9	16.2	430,333	113,432	26,862	59,166	9,475	108,682	11,973
Washington, Ohio	*66.4*	*.0285*	*31.0*	*12.5*	*16.0*	*17.7*	*25.9*	*23.7*	*275,162*	*82,062*	*22,496*	*29,999*	*9,341*	*28,659*	*11,448*
• Marietta	*16.5*	*.0071*	*31.4*	*18.1*	*15.1*	*14.0*	*30.5*	*6.4*	*157,478*	*42,574*	*14,833*	*25,125*	*6,143*	*13,129*	*8,169*
SUBURBAN TOTAL	104.3	.0448	30.6	11.0	16.7	19.4	23.3	35.9	325,046	64,099	23,012	87,057	15,142	30,655	6,399
STEUBENVILLE - WEIRTON	**161.2**	**.0692**	**32.9**	**11.8**	**15.5**	**16.8**	**30.0**	**58.4**	**619,594**	**181,708**	**50,128**	**93,201**	**22,995**	**80,700**	**23,432**
Brooke	30.7	.0132	31.9	13.2	15.7	17.0	28.1	10.7	92,845	25,796	10,343	2,343	4,906	21,740	5,528
Hancock	40.4	.0173	32.5	11.5	16.0	17.1	28.8	14.7	167,913	58,153	14,247	25,307	5,230	20,888	6,266
• Weirton	24.4	.0105	35.1	11.9	14.9	16.8	33.3	9.3	165,307	47,777	13,143	25,134	6,094	29,228	6,819
Jefferson, Ohio	*90.1*	*.0387*	*33.5*	*11.4*	*15.1*	*16.6*	*31.2*	*33.0*	*358,836*	*97,759*	*25,538*	*65,551*	*12,859*	*38,072*	*11,638*
• Steubenville	*25.5*	*.0109*	*37.7*	*12.5*	*13.8*	*14.3*	*38.2*	*10.0*	*219,918*	*39,523*	*13,423*	*52,452*	*10,169*	*23,073*	*9,133*
SUBURBAN TOTAL	111.3	.0478	31.7	11.6	15.9	17.4	27.4	39.1	234,369	94,408	23,562	15,615	6,732	28,399	7,480
WHEELING	**185.1**	**.0794**	**33.3**	**11.8**	**16.0**	**15.7**	**31.5**	**69.1**	**882,752**	**219,652**	**86,661**	**132,704**	**42,961**	**146,927**	**27,978**
Marshall	42.2	.0181	31.8	10.7	17.4	16.8	27.8	14.9	179,840	52,992	13,312	40,537	7,884	26,918	6,056
Ohio	59.9	.0257	34.0	13.7	15.0	15.1	33.4	22.9	389,262	61,831	39,294	51,648	30,073	80,960	13,497
• Wheeling	41.7	.0179	36.7	12.4	14.3	14.8	37.0	17.0	358,422	58,489	34,573	51,121	27,467	74,185	13,497
Belmont, Ohio	*83.0*	*.0356*	*33.6*	*11.0*	*15.7*	*15.7*	*32.0*	*31.3*	*313,650*	*104,829*	*34,055*	*40,519*	*5,004*	*39,049*	*8,425*
SUBURBAN TOTAL	143.4	.0615	32.5	11.6	16.3	16.1	29.9	52.1	524,330	161,163	52,088	81,583	15,494	72,742	14,481
OTHER COUNTIES															
Barbour	17.1	.0073	31.3	12.9	15.2	15.4	29.0	6.0	42,728	13,265	3,230	1,360	1,186	7,617	1,402
Berkeley	49.4	.0212	31.7	10.8	16.7	17.5	27.0	17.8	203,511	65,114	14,226	22,166	4,336	34,485	8,692
Boone	31.7	.0136	29.1	11.5	17.5	16.0	23.8	10.7	119,392	45,225	5,182	13,093	5,487	15,419	3,967
Braxton	14.1	.0060	33.3	10.1	15.3	15.7	31.6	5.1	55,956	19,882	2,344	3,020	1,397	10,403	1,614
Calhoun	8.7	.0037	32.2	10.5	16.3	15.2	30.3	3.2	23,297	8,101	898	2,284	500	3,780	1,017
Clay	11.7	.0050	29.2	10.6	15.7	15.4	25.4	4.0	20,201	9,450	762	2,023	175	2,053	203
Doddridge	7.7	.0033	32.2	10.2	14.7	15.7	30.2	2.6	10,392	4,269	360	553	965	565	350
Fayette	59.6	.0256	31.1	12.3	15.3	14.3	29.8	21.0	218,150	63,354	11,451	13,599	7,664	48,302	10,242
Gilmer	8.5	.0036	29.7	17.3	14.5	14.4	28.0	3.0	18,406	7,974	1,043	1,262	275	3,588	857
Grant	10.5	.0045	31.7	9.9	16.6	17.6	27.0	3.7	31,355	10,550	2,664	1,298	600	4,480	403
Greenbrier	38.8	.0167	32.9	10.8	15.5	16.7	30.1	14.1	190,036	55,314	9,997	20,428	3,378	40,022	6,230
Hampshire	15.6	.0067	31.8	10.0	15.8	16.8	28.1	5.5	41,552	9,382	1,743	2,416	1,307	9,983	1,586
Hardy	10.3	.0044	33.3	10.7	15.5	16.9	30.5	3.6	34,502	14,777	1,542	688	416	5,176	
Harrison	78.3	.0336	33.7	10.9	15.2	16.1	31.9	29.0	385,031	100,764	27,001	37,496	15,802	100,694	13,004
Jackson	27.0	.0115	31.6	11.2	14.9	20.4	24.5	9.1	103,041	35,105	3,352	6,972	1,486	13,816	4,493
Jefferson	32.9	.0141	30.1	13.3	17.1	17.0	24.6	11.1	95,523	25,646	12,211	1,435	3,883	13,168	9,796
Lewis	19.1	.0082	34.2	10.0	15.1	16.4	32.4	6.9	71,364	24,288	5,038	6,906	3,531	10,743	2,826
Lincoln	24.8	.0106	29.4	11.2	15.9	16.8	24.3	8.0	52,641	19,147	2,185	4,156	486	14,452	1,008
Logan	51.0	.0219	28.8	11.8	17.1	15.2	24.2	17.0	271,114	83,723	9,932	27,546	8,672	45,684	10,888
McDowell	48.9	.0210	28.3	11.7	15.8	14.1	25.4	16.2	165,464	56,055	7,768	10,943	6,463	31,189	3,545
Marion	66.3	.0284	33.3	12.1	15.5	15.7	31.7	24.9	396,764	99,689	22,052	101,723	14,116	57,893	10,840
Mason	27.5	.0118	31.6	11.3	15.7	18.4	26.3	9.9	76,219	20,878	3,545	6,451	1,558	16,552	4,317
Mercer	76.0	.0325	31.8	11.9	16.5	15.6	29.1	27.7	436,517	105,027	34,204	55,912	19,755	83,915	14,060
☐ Mineral	28.1	.0121	31.8	10.8	15.9	17.5	27.5	9.9	63,251	16,357	4,360	7,284	2,590	11,881	1,610
Mingo	38.3	.0164	27.4	12.4	16.7	15.0	22.3	12.5	242,715	85,196	5,361	17,889	18,747	49,018	8,552

Coming In September

Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the September 12 issue. **Ads close August 22.**

For information call: 212/986-4800

W.VA. (cont.)

ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Monongalia	77.4	.0332	27.1	25.0	18.3	13.9	21.6	28.6	384,073	92,619	30,341	57,236	18,809	40,726	15,349
Monroe	13.3	.0057	33.4	9.4	14.9	16.9	30.8	4.6	22,049	5,124	221	2,068	1,177	5,385	1,442
Morgan	11.3	.0048	33.4	10.5	15.1	17.4	30.3	4.1	21,759	3,167	3,306	131	1,227	1,589	1,646
Nicholas	29.4	.0126	29.9	11.0	16.7	16.4	25.2	10.1	158,252	43,993	6,484	22,839	1,676	31,893	3,109
Pendleton	8.1	.0035	33.3	11.1	15.7	16.1	31.2	3.0	22,588	8,284	1,561	2,225	178	6,034	
Pleasants	8.5	.0036	30.2	12.6	16.3	16.1	26.0	2.9	21,227	6,905	1,065	350	167	6,628	675
Pocahontas	10.0	.0043	34.2	10.4	14.5	16.4	32.5	3.5	29,977	10,272	1,544	1,021	180	8,954	796
Preston	31.7	.0136	31.0	11.1	16.0	16.2	27.4	10.9	82,329	23,763	2,969	6,267	1,259	22,099	2,959
Raleigh	90.5	.0388	31.1	10.6	17.3	15.8	27.5	32.3	544,567	144,396	23,300	84,576	23,031	103,904	18,027
Randolph	29.7	.0128	31.4	13.2	16.0	16.1	28.1	10.3	157,794	39,515	8,256	23,570	3,306	33,184	6,408
Ritchie	11.8	.0050	33.4	10.4	14.9	15.6	32.1	4.3	30,803	10,419	596	1,376	1,118	11,263	1,214
Roane	16.5	.0071	33.0	10.4	15.7	17.0	29.8	5.6	46,892	15,604	2,273	3,354	305	11,231	3,260
Summers	16.4	.0070	32.4	11.0	17.8	15.7	29.7	5.5	40,018	16,247	3,301	3,052	1,386	5,550	941
Taylor	17.2	.0074	32.4	10.1	15.9	16.1	29.8	6.0	47,697	15,049	3,874	4,623	1,973	6,812	1,958
Tucker	8.9	.0038	33.1	10.0	15.5	16.8	30.3	3.4	22,270	8,966	1,912	585	293	3,696	779
Tyler	11.6	.0050	32.0	10.0	15.1	17.3	28.2	4.1	27,242	7,930	1,044	1,690	41	5,617	763
Upshur	24.5	.0105	29.5	15.9	15.7	15.8	25.7	8.6	104,168	30,737	6,503	12,511	2,120	23,791	2,876
Webster	12.9	.0055	30.3	10.4	15.8	15.2	27.4	4.4	39,968	9,036	1,409	4,655	599	7,252	1,007
Wetzel	22.1	.0095	31.7	10.5	15.5	17.5	27.3	7.8	108,382	38,386	6,711	13,351	4,468	16,552	5,198
Wirt	5.2	.0022	32.0	11.1	14.0	18.2	27.6	1.7	7,783	1,334	250	467	16	1,410	
Wyoming	37.1	.0159	27.5	12.3	17.9	16.0	20.6	12.0	119,579	44,124	2,208	12,944	4,400	24,370	1,986
TOTAL METRO COUNTIES	**719.6**	**.3085**	**32.5**	**11.8**	**16.5**	**17.2**	**28.6**	**267.3**	**4,001,237**	**930,861**	**303,144**	**658,132**	**164,663**	**793,118**	**138,013**
TOTAL STATE	**1,987.5**	**.8519**	**31.5**	**12.1**	**16.4**	**16.4**	**27.8**	**713.6**	**9,346,525**	**2,488,906**	**600,363**	**1,278,642**	**354,577**	**1,794,055**	**328,298**

W.VA.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHARLESTON	**2,563,995**	**22,770**	**23.7**	**33.7**	**16.2**	**6.8**	**.1273**
Kanawha	2,231,500	22,775	23.8	33.0	16.3	7.3	.1122
• Charleston	692,258	21,087	24.3	27.4	14.2	10.8	.0412
Putnam	332,495	22,745	23.2	38.3	15.5	3.7	.0151
SUBURBAN TOTAL	1,871,737	23,252	23.4	36.0	16.8	5.4	.0861
HUNTINGTON - ASHLAND	**2,548,409**	**18,105**	**27.1**	**31.2**	**10.8**	**3.3**	**.1300**
Cabell	835,655	17,234	29.0	28.9	10.3	3.7	.0467
• Huntington	491,661	15,311	29.7	25.5	8.6	3.7	.0307
Wayne	332,624	17,682	27.6	30.9	10.1	3.0	.0158
Boyd, Ky.	*441,441*	*18,903*	*25.3*	*32.1*	*12.0*	*3.3*	*.0238*
• Ashland	*226,210*	*17,229*	*26.1*	*28.0*	*11.7*	*3.8*	*.0153*
Carter, Ky.	*147,716*	*13,932*	*29.4*	*25.6*	*6.5*	*1.8*	*.0084*
Greenup, Ky.	*286,002*	*19,768*	*26.7*	*36.8*	*9.6*	*2.9*	*.0125*
Lawrence, Ohio	*504,971*	*19,985*	*24.8*	*33.5*	*13.1*	*3.4*	*.0228*
SUBURBAN TOTAL	1,830,538	19,062	26.4	33.3	11.3	3.1	.0840
PARKERSBURG - MARIETTA	**1,335,335**	**20,708**	**26.8**	**35.1**	**12.5**	**4.4**	**.0695**
Wood	800,805	20,929	26.1	34.6	12.9	4.9	.0440
• Parkersburg	334,028	17,800	28.6	30.7	9.6	3.9	.0229
Washington, Ohio	*534,530*	*20,424*	*28.0*	*35.7*	*11.9*	*3.7*	*.0255*
• Marietta	*132,458*	*17,210*	*31.5*	*28.2*	*9.1*	*4.3*	*.0088*
SUBURBAN TOTAL	868,849	22,541	25.2	38.3	14.5	4.6	.0378
STEUBENVILLE - WEIRTON	**1,408,379**	**22,931**	**22.7**	**35.8**	**16.1**	**4.8**	**.0632**
Brooke	253,133	23,186	23.7	39.0	14.7	3.5	.0110
Hancock	362,941	23,722	21.9	36.0	17.6	5.0	.0164
• Weirton	240,561	25,126	20.5	34.7	19.5	6.8	.0121
Jefferson, Ohio	*792,305*	*22,463*	*22.8*	*34.5*	*15.9*	*5.1*	*.0358*
• Steubenville	*233,104*	*19,480*	*23.3*	*28.0*	*14.7*	*6.2*	*.0136*
SUBURBAN TOTAL	934,714	23,243	23.0	38.1	15.7	3.9	.0375
WHEELING	**1,599,211**	**21,159**	**24.4**	**34.0**	**14.4**	**4.5**	**.0768**
Marshall	339,160	21,614	24.0	36.9	14.3	2.9	.0164
Ohio	518,589	19,182	26.3	30.7	12.0	5.3	.0277
• Wheeling	368,920	17,733	26.7	28.1	11.3	5.3	.0218
Belmont, Ohio	*741,462*	*22,351*	*23.3*	*35.1*	*16.1*	*4.6*	*.0327*
SUBURBAN TOTAL	1,230,291	22,182	23.6	36.0	15.4	4.2	.0550
OTHER COUNTIES							
Barbour	108,174	15,618	32.1	28.0	7.5	1.4	.0052
Berkeley	382,718	19,013	27.7	32.9	11.3	3.2	.0185
Boone	228,364	20,187	25.3	36.6	10.5	3.3	.0114
Braxton	91,899	14,980	29.7	26.5	7.2	2.6	.0048
Calhoun	51,110	12,976	32.7	22.8	5.0	1.5	.0026
Clay	68,101	14,647	29.8	26.3	6.1	1.7	.0032
Doddridge	39,562	12,972	35.5	20.9	5.1	.7	.0018
Fayette	398,029	16,123	32.9	28.4	8.7	2.1	.0202
Gilmer	50,215	13,296	32.4	23.9	3.9	2.4	.0024
Grant	66,868	15,528	32.4	27.3	6.7	2.3	.0033
Greenbier	261,632	15,572	32.3	28.1	6.5	3.0	.0146
Hampshire	98,253	15,341	33.7	26.3	7.0	2.5	.0047
Hardy	56,453	13,871	35.6	25.3	2.7	1.3	.0031
Harrison	584,464	17,306	29.8	30.3	8.9	3.4	.0307
Jackson	194,453	20,457	22.6	35.6	12.4	3.1	.0095
Jefferson	242,977	19,331	31.3	33.4	11.2	3.3	.0110
Lewis	139,147	17,058	28.2	29.9	10.2	2.6	.0068
Lincoln	136,386	15,120	28.6	29.6	5.8	1.7	.0066
Logan	382,353	19,731	28.2	31.6	12.8	4.8	.0206
McDowell	290,887	15,273	32.1	28.6	6.6	2.0	.0154
Marion	508,196	18,075	29.6	31.3	10.5	2.9	.0282
Mason	173,812	15,958	32.4	29.3	6.1	1.4	.0085
Mercer	552,180	17,010	30.6	29.9	8.6	3.2	.0311
☐ Mineral	196,226	18,169	29.7	32.3	9.1	2.7	.0086
Mingo	227,285	15,220	28.6	27.6	7.6	2.5	.0152
Monongalia	635,444	17,607	28.3	26.8	12.0	5.6	.0317
Monroe	87,601	16,679	33.5	28.6	9.6	1.0	.0038
Morgan	79,638	16,350	30.2	30.8	6.5	2.7	.0034
Nicholas	218,959	18,951	28.4	31.2	12.4	3.8	.0118
Pendleton	42,361	12,135	38.0	20.2	1.9	.6	.0023
Pleasants	56,971	18,307	27.8	34.3	8.3	2.1	.0026
Pocahontas	55,404	13,631	34.8	22.7	4.6	1.3	.0030
Preston	190,424	14,930	32.3	27.3	4.5	2.5	.0094
Raleigh	667,618	18,303	30.0	32.9	8.9	3.5	.0380
Randolph	201,786	16,346	31.9	28.6	7.4	3.0	.0114
Ritchie	69,352	13,702	34.6	23.1	5.5	1.2	.0034
Roane	103,393	15,667	31.5	28.9	6.3	2.5	.0051
Summers	91,211	12,941	31.5	23.8	4.0	2.5	.0046
Taylor	117,218	17,223	30.6	30.1	9.2	2.7	.0055
Tucker	52,314	13,213	34.9	23.2	3.6	1.1	.0026
Tyler	94,142	21,256	24.9	32.6	16.6	3.5	.0040
Upshur	161,733	16,427	30.8	30.0	7.6	1.9	.0086
Webster	71,774	13,614	32.2	25.7	4.4	1.7	.0037
Wetzel	140,794	16,858	26.1	34.4	6.3	1.4	.0082
Wirt	28,001	14,825	29.9	29.6	5.1	.7	.0012
Wyoming	241,696	19,181	26.1	36.7	9.0	2.3	.0119
TOTAL METRO COUNTIES	**6,203,128**	**20,832**	**25.4**	**33.1**	**13.8**	**5.1**	**.3139**
TOTAL STATE	**14,944,480**	**18,237**	**28.3**	**31.1**	**10.6**	**3.7**	**.7696**

West Central Wisconsin's Prime Time Pair

Represented by Branham

LEADER-TELEGRAM

The Leader-Telegram is published daily (except Sun.) and delivered within a 50 mile radius of Eau Claire with a daily circulation of 36,000 papers. The Leader Telegram offers in-depth news from around the world and our own immediate area.

The Country Today

The Country Today is a rural oriented newspaper published each Wednesday for farm households within a 25 county area (18,000 farm households). The Country Today offers the latest in agri business news.

EAU CLAIRE
LEADER-TELEGR
Dorman turning
The Country
Keep o
in spit

Published By The EAU CLAIRE PRESS COMPANY
701 S. Farwell St., Eau Claire, WI. 54702 • 1 (715) 834-3471

WISCONSIN

WISC. ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH - NEENAH	**295.8**	**.1267**	**29.4**	**14.1**	**16.8**	**16.5**	**24.1**	**105.1**	**1,215,624**	**293,449**	**135,971**	**162,796**	**51,823**	**180,874**	**37,026**
Calumet	31.8	.0136	28.4	12.2	16.0	16.5	22.9	10.3	81,772	26,956	15,467	2,756	2,188	14,963	2,064
Outagamie	131.6	.0564	28.7	13.5	16.8	16.5	22.9	45.7	667,529	163,473	61,920	112,312	30,924	114,185	13,787
• Appleton	59.9	.0257	29.8	14.3	17.6	16.2	24.7	22.4	297,540	82,573	15,579	64,802	16,869	18,268	8,145
Winnebago	132.4	.0567	30.4	15.2	16.8	16.6	25.7	49.1	466,323	103,020	58,584	47,728	18,711	51,726	21,175
• Neenah	22.8	.0098	30.4	12.3	16.7	17.4	24.9	8.6	86,874	29,479	8,795	4,406	3,059	9,985	5,953
• Oshkosh	49.2	.0211	29.9	20.5	16.2	13.9	27.9	18.9	265,792	56,587	25,797	40,760	8,508	25,848	12,077
SUBURBAN TOTAL	163.9	.0701	29.0	12.4	16.7	17.3	22.7	55.2	565,418	124,810	85,800	52,828	23,387	126,773	10,851
EAU CLAIRE	**135.4**	**.0580**	**29.0**	**16.4**	**16.4**	**14.9**	**25.2**	**47.4**	**614,447**	**111,272**	**78,324**	**112,059**	**19,500**	**87,590**	**21,034**
Chippewa	53.6	.0230	30.3	11.2	15.7	15.7	26.8	18.1	187,505	41,367	16,978	8,077	4,697	45,297	5,731
Eau Claire	81.8	.0350	28.2	19.8	16.6	14.5	24.2	29.3	426,942	69,905	61,346	103,982	14,803	42,293	15,303
• Eau Claire	53.4	.0229	27.2	25.0	16.6	12.5	24.6	19.7	415,352	67,075	56,851	103,335	14,451	39,470	14,712
SUBURBAN TOTAL	82.0	.0351	30.2	10.8	16.3	16.5	25.6	27.7	199,095	44,197	21,473	8,724	5,049	48,120	6,322
GREEN BAY	**179.8**	**.0771**	**28.5**	**14.1**	**17.9**	**16.5**	**21.8**	**64.3**	**833,176**	**189,490**	**95,976**	**151,690**	**44,786**	**113,384**	**23,985**
Brown	179.8	.0771	28.5	14.1	17.9	16.5	21.8	64.3	833,176	189,490	95,976	151,690	44,786	113,384	23,985
• Green Bay	88.9	.0381	29.7	14.9	18.4	14.7	25.5	35.2	561,821	128,304	50,513	113,700	26,871	65,826	21,614
SUBURBAN TOTAL	90.9	.0390	27.2	13.2	17.3	18.2	18.3	29.1	271,355	61,186	45,463	37,990	17,915	47,558	2,371
JANESVILLE - BELOIT	**141.3**	**.0606**	**30.1**	**12.7**	**16.5**	**17.5**	**24.5**	**51.4**	**656,561**	**164,332**	**62,354**	**128,358**	**21,584**	**75,347**	**20,598**
Rock	141.3	.0606	30.1	12.7	16.5	17.5	24.5	51.4	656,561	164,332	62,354	128,358	21,584	75,347	20,598
• Beloit	35.0	.0150	29.6	14.4	16.4	15.3	25.8	13.1	174,058	48,564	18,501	29,289	4,810	26,651	6,304
• Janesville	52.3	.0224	29.5	13.2	17.2	17.7	22.9	19.6	385,638	85,701	34,516	98,839	14,763	38,190	12,778
SUBURBAN TOTAL	54.0	.0232	31.2	11.1	15.5	18.9	25.2	18.7	96,865	30,067	9,337	230	2,011	10,506	1,516
KENOSHA	**124.1**	**.0532**	**30.6**	**13.0**	**16.4**	**17.3**	**25.5**	**44.9**	**423,304**	**118,741**	**52,674**	**60,668**	**13,877**	**39,121**	**10,609**
Kenosha	124.1	.0532	30.6	13.0	16.4	17.3	25.5	44.9	423,304	118,741	52,674	60,668	13,877	39,121	10,609
• Kenosha	77.8	.0333	30.5	13.9	16.6	15.9	26.6	29.0	322,651	88,859	36,259	58,899	12,435	36,287	9,432
SUBURBAN TOTAL	46.3	.0199	30.9	11.3	15.8	19.7	23.9	15.9	100,653	29,882	16,415	1,769	1,442	2,834	1,177
LA CROSSE	**93.9**	**.0402**	**29.0**	**18.8**	**16.9**	**14.7**	**25.1**	**34.1**	**470,830**	**87,880**	**70,923**	**82,745**	**21,134**	**59,969**	**14,242**

GREEN BAY PRESS-GAZETTE

Number 1 in coverage of its SMSA among Wisconsin's major newspapers

SMSA Newspapers (e & S)	Newspaper's Coverage of its SMSA* Sunday	Evening
GREEN BAY PRESS-GAZETTE	77.6%	74.7%
Milwaukee Journal	73.0	54.8
Madison State-Journal (e) & Capitol Times (S)	63.0	24.1
Appleton Post-Crescent	50.4	43.9

GREEN BAY PRESS-GAZETTE
Circulation more than
56,000 evening 73,000 Sunday
Represented by Gannett Newspaper Advertising Sales

*** 1982-83 SRDS Newspaper Circulation Analysis**

MADISON MEANS MONEY

For a productive buy in Wisconsin, make sure Madison is your 1st choice after Milwaukee. We offer $3.34 billion in EBI in our SMSA. That's $490 million greater than Kenosha/Racine, $672 million greater than Appleton/Oshkosh, and $1.75 billion greater than Green Bay.

The Wisconsin State Journal and The Capital Times capture 60% of this SMSA every day, 83% of the households earning $25,000 or more. And this is a market that's grown 102% in furniture, home furnishings & appliance store sales and 90% in eating and drinking place sales in the last five years.

Madison: Your 1st buy after Milwaukee.

For information call Robert Rohr
toll-free 1-800-362-8333 or
(608) 252-6238
Source S&MM 1983
Survey of Buying Power
Belden 1980 CMS
ABC 9/30/82

Madison Newspapers, Inc.
1901 Fish Hatchery Road • P.O. Box 8056
Madison, Wisconsin 53708 • Phone (608) 252-6200
Represented nationally by Branham Newspapers Sales, Inc.

WISC. (cont.) ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
La Crosse	93.9	.0402	29.0	18.8	16.9	14.7	25.1	34.1	470,830	87,880	70,923	82,745	21,134	59,969	14,242
• La Crosse	49.1	.0210	28.9	25.9	14.0	12.0	29.4	19.0	379,109	60,774	57,638	81,745	20,359	49,302	8,801
SUBURBAN TOTAL	44.8	.0192	29.0	11.1	19.7	17.7	20.5	15.1	91,721	27,106	13,285	1,000	775	10,667	5,441
MADISON	**332.4**	**.1425**	**28.6**	**18.6**	**21.8**	**16.2**	**19.8**	**128.8**	**1,689,648**	**325,191**	**233,541**	**210,260**	**102,335**	**217,960**	**45,808**
Dane	332.4	.1425	28.6	18.6	21.8	16.2	19.8	128.8	1,689,643	325,191	233,541	210,260	102,335	217,960	45,808
• Madison	172.3	.0739	28.1	23.8	22.4	14.4	20.1	69.9	1,074,852	133,691	175,877	200,025	87,736	147,840	35,441
SUBURBAN TOTAL	160.1	.0686	29.2	12.9	21.2	18.2	19.5	58.9	614,796	191,500	57,664	10,235	14,599	70,120	10,367
MILWAUKEE	**1,401.7**	**.6009**	**31.0**	**12.8**	**17.2**	**17.0**	**26.0**	**518.4**	**6,755,472**	**1,662,789**	**794,135**	**1,017,881**	**307,115**	**874,075**	**249,810**
Milwaukee	946.4	.4057	31.3	13.8	17.5	15.3	28.3	369.0	4,800,808	1,114,306	610,792	766,075	230,602	554,570	177,606
• Milwaukee	622.7	.2669	30.1	15.0	18.1	13.9	27.3	244.9	2,433,048	657,183	379,792	270,249	128,759	238,894	91,726
Wauwatosa	50.2	.0215	37.7	9.9	15.3	16.6	36.5	19.5	696,181	54,025	54,416	149,180	36,904	74,877	16,859
West Allis	62.6	.0268	34.3	13.1	16.4	14.8	34.2	26.0	441,716	130,710	57,410	44,113	28,018	58,256	11,998
Ozaukee	70.5	.0302	31.0	10.9	16.0	20.6	22.9	23.7	244,573	64,153	25,640	2,253	8,863	44,736	7,781
Washington	90.7	.0389	29.0	11.0	17.7	19.0	20.3	29.4	304,288	80,909	29,564	30,106	16,188	26,800	11,748
Waukesha	294.1	.1261	30.3	10.7	16.6	21.1	21.2	96.3	1,405,803	403,421	128,139	219,447	51,462	247,969	52,675
• Waukesha	52.8	.0226	28.1	15.1	20.3	16.6	19.5	19.2	249,824	77,890	25,889	36,530	8,987	36,206	10,962
SUBURBAN TOTAL	726.2	.3114	32.0	10.9	16.2	19.7	25.4	254.3	4,072,600	927,716	388,454	711,102	169,369	598,975	147,122
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,575.8***	***.6755***	***30.9***	***12.8***	***17.1***	***17.1***	***25.8***	***580.2***	***7,434,861***	***1,851,258***	***867,643***	***1,102,531***	***336,420***	***961,955***	***273,565***
RACINE	**174.1**	**.0746**	**30.1**	**12.2**	**16.8**	**17.4**	**24.4**	**61.8**	**679,389**	**188,469**	**73,508**	**84,650**	**29,305**	**87,880**	**23,755**
Racine	174.1	.0746	30.1	12.2	16.8	17.4	24.4	61.8	679,389	188,469	73,508	84,650	29,305	87,880	23,755
• Racine	84.8	.0363	30.1	13.1	17.2	14.8	26.8	32.6	393,630	101,920	39,535	76,280	14,822	31,463	17,653
SUBURBAN TOTAL	89.3	.0383	30.0	11.4	16.3	19.9	22.0	29.2	285,759	86,549	33,973	8,370	14,483	56,417	6,102
SHEBOYGAN	**102.4**	**.0439**	**31.6**	**11.9**	**15.9**	**16.2**	**28.4**	**36.7**	**408,777**	**118,519**	**40,721**	**69,626**	**10,108**	**51,145**	**16,160**
Sheboygan	102.4	.0439	31.6	11.9	15.9	16.2	28.4	36.7	408,777	118,519	40,721	69,626	10,108	51,145	16,160
• Sheboygan	48.4	.0207	32.7	12.4	15.5	14.8	31.7	18.7	281,533	80,712	20,156	55,438	6,628	37,471	14,253
SUBURBAN TOTAL	54.0	.0232	30.6	11.5	16.2	17.4	25.4	18.0	127,244	37,807	20,565	14,188	3,480	13,674	1,907
WAUSAU	**115.4**	**.0494**	**29.8**	**12.4**	**16.7**	**16.8**	**24.6**	**40.6**	**423,573**	**110,419**	**41,915**	**58,514**	**16,604**	**54,991**	**9,886**
Marathon	115.4	.0494	29.8	12.4	16.7	16.8	24.6	40.6	423,573	110,419	41,915	58,514	16,604	54,991	9,886
• Wausau	32.7	.0140	33.0	14.0	16.1	14.9	31.9	13.4	205,792	32,107	13,992	48,908	9,701	27,278	8,492
SUBURBAN TOTAL	82.7	.0354	28.6	11.7	17.0	17.5	21.6	27.2	217,781	78,312	27,923	9,606	6,903	27,713	1,394

HOGWASH...

...if you think you can reach Wisconsin's third largest market and the highest average per household EBI in Wisconsin without Kenrac. Kenrac can reach 74% of the market. That's 65% better than any other newspaper you thought covered this area.

kenrac
Has the corner on the Wisconsin Market

KENRAC/Kenosha News, Kenosha • Journal Times, Racine • Represented by Branham Newspaper Sales.

WISC. (cont.) S&MM ESTIMATES	POPULATION—12/31/82								RETAIL SALES BY STORE GROUP 1982						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Adams	14.6	.0063	36.6	9.6	14.8	16.5	35.4	5.4	22,680	5,222	3,960	939	752	3,951	341
Ashland	17.0	.0072	32.8	12.3	14.0	13.9	33.0	6.4	79,324	23,042	6,612	6,606	2,008	8,734	2,229
Barron	40.4	.0174	32.6	11.5	14.6	15.3	31.1	14.9	154,805	31,854	18,548	17,428	4,281	25,055	4,592
Bayfield	14.6	.0062	34.3	8.9	14.7	16.0	33.0	5.4	26,101	7,128	7,539	811	48	851	464
Buffalo	14.5	.0062	32.8	10.9	13.9	15.9	31.1	5.3	35,942	4,787	5,673	3,919	3,632	5,553	1,323
Burnett	13.2	.0057	37.2	8.7	12.9	15.8	36.6	5.0	36,515	14,111	5,920	1,524	192	2,227	1,463
Clark	33.9	.0145	31.9	10.0	13.5	15.2	30.6	11.6	96,177	20,586	11,100	3,121	2,242	15,663	2,200
Columbia	44.2	.0189	33.1	10.2	15.3	17.0	30.0	16.3	166,906	42,747	21,752	3,987	3,375	25,355	6,312
Crawford	17.0	.0073	32.1	9.9	14.4	15.2	30.6	6.0	65,690	17,070	5,894	8,114	3,333	11,341	1,208
Dodge	76.6	.0328	31.7	11.4	16.2	16.6	28.0	26.0	192,712	60,070	16,826	23,193	5,951	23,863	5,476
Door	26.6	.0114	32.8	11.6	15.6	14.7	31.9	10.1	100,565	26,658	19,733	10,486	819	12,775	1,989
☐ Douglas	44.6	.0192	31.6	13.3	16.2	14.9	29.5	16.9	167,576	37,683	23,998	14,764	3,372	17,302	4,764
• Superior	29.5	.0126	31.6	15.2	16.3	13.6	30.8	11.7	130,837	28,925	15,351	13,981	3,073	17,096	4,764
Dunn	35.9	.0154	26.6	23.3	15.2	13.4	23.8	11.9	114,017	26,281	15,264	13,666	3,213	17,618	5,406
Florence	4.5	.0019	34.8	9.1	12.9	16.2	33.4	1.5	6,526	956	2,361			1,195	151
Fond du Lac	90.4	.0388	30.5	12.7	16.0	16.0	26.8	31.2	350,460	76,488	44,030	60,532	15,228	41,594	18,062
Forest	9.3	.0040	32.6	11.2	12.7	15.1	31.8	3.3	18,406	4,351	2,482	381	31	3,040	635
Grant	52.8	.0226	28.4	16.9	14.1	14.4	26.3	17.5	179,061	44,562	22,976	9,717	5,241	27,855	5,085
Green	31.0	.0133	31.7	10.8	16.3	15.9	28.7	11.5	260,524	26,364	14,734	11,675	9,091	28,079	5,274
Green Lake	18.9	.0081	34.9	9.7	13.9	15.4	34.5	7.0	86,260	18,918	7,311	13,688	2,229	20,975	1,777
Iowa	20.0	.0086	30.7	11.3	15.5	15.0	28.3	7.1	59,936	17,742	8,152	1,182	2,824	12,908	1,199
Iron	6.7	.0028	39.5	9.7	12.9	14.3	40.1	2.7	21,525	3,691	4,316	1,690	29	1,011	586
Jackson	17.3	.0075	33.3	10.1	14.6	15.9	31.6	6.4	63,910	16,267	4,961	3,689	1,165	7,703	2,495
Jefferson	67.9	.0291	30.6	14.1	15.6	16.7	26.5	23.6	241,062	73,168	34,031	31,272	7,362	26,349	6,457
Juneau	21.8	.0093	33.9	9.7	13.4	15.8	32.7	8.2	86,995	18,351	9,775	4,338	1,551	9,581	2,518
Kewaunee	19.8	.0085	30.7	11.8	14.5	14.8	28.9	6.8	53,902	14,706	5,749	3,353	2,813	6,006	917
Lafayette	17.5	.0075	30.8	11.7	14.2	15.3	28.7	6.2	29,067	9,730	3,720	512	416	5,736	716
Langlade	20.1	.0087	33.4	10.2	13.3	15.0	32.8	7.3	81,460	23,589	7,598	3,993	920	14,302	1,356
Lincoln	27.3	.0117	33.1	10.5	13.6	16.7	30.7	9.9	84,358	26,591	11,257	4,740	2,767	12,935	1,925
Manitowoc	83.1	.0356	31.5	11.7	15.4	15.8	28.9	29.6	297,213	74,792	32,170	62,335	8,580	48,921	9,217
Marinette	40.5	.0174	33.4	10.5	13.9	15.8	32.0	15.0	133,185	38,943	19,254	11,496	3,996	18,801	3,309
Marquette	12.5	.0054	37.1	8.9	12.9	15.5	36.8	4.9	25,327	8,775	6,786	352	617	1,263	205
Menominee	3.6	.0015	22.0	13.1	13.0	14.1	17.2	.8	1,702	755	214	475			
Monroe	36.2	.0155	32.3	10.3	15.0	16.1	29.8	12.5	122,740	26,109	13,082	4,704	4,431	14,553	3,828
Oconto	29.9	.0128	32.6	10.2	14.1	16.0	30.6	10.7	70,362	20,153	9,711	1,866	675	10,233	1,712
Oneida	33.3	.0143	34.5	10.2	14.7	17.5	31.8	12.7	170,777	36,848	18,173	14,739	6,916	25,573	5,724
Pepin	7.5	.0032	31.7	11.2	14.0	14.3	31.0	2.7	26,481	3,767	2,849	440	929	5,049	931
Pierce	32.3	.0139	26.9	19.4	16.1	14.9	22.0	10.6	89,872	24,218	14,427	1,542	3,348	15,004	4,182
Polk	34.0	.0145	32.5	10.0	15.4	15.6	30.6	12.4	118,837	31,113	12,935	4,101	3,480	12,401	4,757
Portage	60.1	.0258	26.6	20.4	16.8	14.5	21.4	19.8	238,772	47,464	28,206	31,172	11,796	26,428	5,993
Price	16.1	.0069	34.6	8.8	13.4	15.4	34.1	6.0	46,683	17,213	4,529	1,580	1,325	6,486	1,292
Richland	17.7	.0076	32.9	11.1	14.8	14.6	32.3	6.5	46,389	9,802	3,929	2,852	2,278	8,571	1,453
Rusk	16.0	.0068	32.0	10.9	14.0	14.3	31.6	5.6	46,759	13,108	3,892	2,377	1,058	4,826	870
☐ St. Croix	46.1	.0198	29.1	12.0	17.2	17.5	22.3	15.3	144,125	41,382	11,711	6,497	2,891	28,811	7,155
Sauk	44.8	.0192	32.7	10.4	15.3	16.1	30.4	16.7	226,946	65,716	27,017	15,615	7,393	24,168	5,994
Sawyer	13.7	.0059	36.0	8.7	13.1	16.2	35.0	4.9	52,887	17,875	5,516	1,007	558	6,965	1,955
Shawano	37.2	.0159	33.7	9.8	13.2	15.9	32.5	13.2	120,950	29,523	17,450	15,483	4,566	14,434	2,852
Taylor	19.5	.0084	30.1	11.9	14.1	14.8	28.3	6.5	56,253	12,385	7,094	10,909	2,011	7,186	2,259
Trempealeau	27.0	.0115	33.1	9.8	14.6	15.5	31.7	9.6	75,085	24,040	8,709	2,050	950	13,380	1,473
Vernon	26.2	.0113	35.0	9.4	14.1	15.8	34.1	9.6	57,647	14,483	7,777	1,419	2,969	6,386	2,289
Vilas	18.1	.0077	39.7	7.9	12.9	16.4	39.1	7.1	76,203	30,838	11,138	1,387	821	7,012	1,340
Walworth	74.2	.0318	30.8	15.3	15.4	16.4	27.1	26.7	260,448	71,438	48,819	8,447	6,007	32,196	7,624
Washburn	14.0	.0060	35.0	8.9	14.0	15.7	34.3	5.3	56,016	18,419	6,646	4,205	659	6,967	3,316
Waupaca	44.0	.0188	33.8	10.2	14.4	15.4	32.8	15.8	141,603	40,390	19,274	11,577	5,582	17,960	5,216
Waushara	19.5	.0084	36.0	9.2	13.7	15.7	35.3	7.5	50,218	9,543	8,355	1,983	284	5,413	1,217
Wood	75.0	.0322	30.2	12.4	15.7	16.3	26.2	26.8	389,674	86,769	31,709	48,975	12,345	65,007	9,950
TOTAL METRO COUNTIES	3,187.0	1.3661	30.1	13.9	17.5	16.6	24.8	1,165.7	14,482,502	3,449,616	1,715,751	2,160,508	644,434	1,888,449	484,832
TOTAL STATE	4,796.8	2.0561	30.6	13.3	16.6	16.4	26.4	1,739.7	20,196,417	4,879,125	2,407,686	2,668,152	819,521	2,665,887	655,946

No. 1 Media* In 13 Counties of Central/Western Wisconsin

* Wisconsin Newspaper Association Survey. Copies available on request.

largest circulation buy outside Milwaukee!

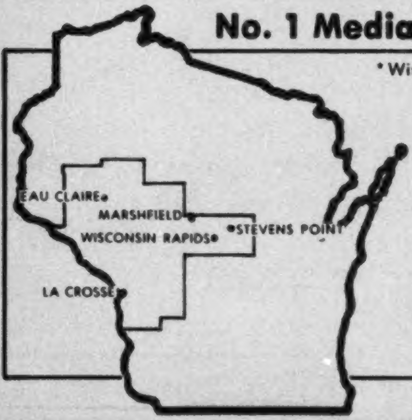
One Order — One Bill

Delivers over 250,000 readers . . . at a 6% saving under individual line rates. 110,395 combined evening circulation.

THE WISCONSIN NEWSPAPER GROUP

Eau Claire/LaCrosse/Marshfield/Stevens Point/Wisconsin Rapids

Represented by Branham Newspaper Sales, Inc.



You need Appleton...

to reach the BETTER HALF of the Green Bay ADI.

Appleton accounts for:
35% of Retail Sales
35% of Food Sales
34% of the Population

The 4-county Appleton metro-market is dominant in the Green Bay ADI, far outdistancing Green Bay in all major categories. The Green Bay ADI is a two newspaper buy, and Appleton is by far the leader.

	COUNTIES	FOOD SALES	RETAIL SALES
APPLETON	4	$302,628,000	$1,354,908,000
GREEN BAY	4	$225,577,000	$1,061,779,000

SOURCE: ©S&MM/SURVEY OF BUYING POWER, 1982

the better half

THE Post-Crescent

P.O. Box 59, Appleton, WI 54912 • 414/733-4411
Market brochure available on request from National Sales Department
Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee

WISC.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**2,663,164**	**23,587**	**24.8**	**39.7**	**15.3**	**5.1**	**.1199**
Calumet	261,690	24,104	24.6	42.4	14.4	5.3	.0111
Outagamie	1,184,511	24,308	23.3	41.3	15.5	5.6	.0568
• Appleton	581,673	23,946	23.9	40.0	15.6	5.6	.0267
Winnebago	1,216,963	22,729	26.3	37.7	15.3	4.5	.0520
• Neenah	226,791	24,532	22.8	41.0	15.6	6.9	.0096
• Oshkosh	425,682	19,326	31.0	32.9	12.2	3.0	.0213
SUBURBAN TOTAL	1,429,018	24,587	23.4	41.7	16.2	5.3	.0623
EAU CLAIRE	**1,051,257**	**19,385**	**30.5**	**33.6**	**11.2**	**3.5**	**.0525**
Chippewa	396,550	19,540	30.2	34.3	10.8	3.6	.0188
Eau Claire	654,707	19,281	30.9	33.1	11.4	3.4	.0337
• Eau Claire	428,855	18,301	31.9	31.7	10.7	3.0	.0258
SUBURBAN TOTAL	622,402	20,095	29.7	35.0	11.5	3.8	.0267
GREEN BAY	**1,583,545**	**23,074**	**24.3**	**39.9**	**14.1**	**4.7**	**.0747**
Brown	1,583,545	23,074	24.3	39.9	14.1	4.7	.0747
• Green Bay	773,478	20,320	27.6	36.8	11.0	3.2	.0408
SUBURBAN TOTAL	810,067	26,340	20.3	43.6	17.9	6.5	.0339
JANESVILLE - BELOIT	**1,219,431**	**22,710**	**24.3**	**39.6**	**14.0**	**3.8**	**.0581**
Rock	1,219,431	22,710	24.3	39.6	14.0	3.8	.0581
• Beloit	279,891	19,828	26.4	35.4	11.9	2.3	.0142
• Janesville	473,396	23,420	23.3	41.4	14.6	3.9	.0259
SUBURBAN TOTAL	466,144	23,772	23.8	40.7	14.8	4.8	.0180
KENOSHA	**1,212,768**	**25,620**	**21.5**	**36.3**	**20.6**	**6.8**	**.0500**
Kenosha	1,212,768	25,620	21.5	36.3	20.6	6.8	.0500
• Kenosha	745,615	24,198	22.9	36.5	18.5	5.6	.0326
SUBURBAN TOTAL	467,153	28,264	19.1	35.9	24.4	9.0	.0174
LA CROSSE	**806,265**	**20,700**	**28.5**	**35.1**	**12.1**	**4.8**	**.0394**
La Crosse	806,265	20,700	28.5	35.1	12.1	4.8	.0394
• La Crosse	410,240	17,738	30.9	29.8	10.0	4.0	.0240
SUBURBAN TOTAL	396,025	23,976	25.4	41.8	14.7	5.7	.0154
MADISON	**3,335,041**	**23,301**	**25.5**	**34.9**	**16.7**	**6.6**	**.1514**
Dane	3,335,041	23,301	25.5	34.9	16.7	6.6	.1514
• Madison	1,725,843	21,147	27.1	31.5	15.1	6.2	.0838
SUBURBAN TOTAL	1,609,198	25,462	23.7	38.8	18.6	7.0	.0676

The New Experimental Aircraft Assn. Aviation Center in Oshkosh, WI

Don't do it half-way! You need Oshkosh

. . . to reach the Southern Half of the Appleton OSHKOSH Metro Area.

- **100th in MEDIAN HOUSEHOLD EBI • 139th in EBI • 142nd in BPI**
- **158th in TOTAL RETAIL SALES • 157th in FOOD STORE SALES**

(Source—S & MM
1983 Survey
of Buying Power)

Contact
JACK SKOGLIND
National Advertising Manager

The Oshkosh Northwestern

224 STATE ST. • OSHKOSH, WI 54903 • 414-235-7700

WISC. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1982

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MILWAUKEE	**13,877,582**	**24,807**	**22.6**	**35.9**	**18.6**	**7.2**	**.6241**
Milwaukee	9,119,035	22,485	25.1	34.9	15.9	5.5	.4221
● Milwaukee	5,436,151	20,055	27.5	33.8	13.1	3.3	.2450
Wauwatosa	598,009	28,223	20.7	35.7	22.1	11.4	.0371
West Allis	635,780	23,102	25.8	39.2	15.6	4.0	.0321
Ozaukee	797,639	31,547	15.4	35.0	27.4	14.2	.0311
Washington	797,386	26,227	20.1	43.3	19.2	5.7	.0345
Waukesha	3,163,522	31,163	15.4	37.8	26.6	12.4	.1364
● Waukesha	514,758	25,919	21.9	41.4	19.1	5.2	.0232
SUBURBAN TOTAL	7,926,673	29,181	18.0	37.5	23.9	11.0	.3559
MILWAUKEE - RACINE CONSOLIDATED AREA	***15,509,988***	***24,853***	***22.5***	***36.1***	***18.7***	***7.0***	***.6951***
RACINE	**1,632,406**	**25,212**	**21.3**	**38.3**	**19.0**	**6.0**	**.0710**
Racine	1,632,406	25,212	21.3	38.3	19.0	6.0	.0710
● Racine	771,708	22,326	24.6	36.4	15.8	3.8	.0358
SUBURBAN TOTAL	860,698	28,113	17.8	40.1	22.6	8.5	.0352
SHEBOYGAN	**921,039**	**22,536**	**24.1**	**40.5**	**15.0**	**4.6**	**.0413**
Sheboygan	921,039	23,536	24.1	40.5	15.0	4.6	.0413
● Sheboygan	434,695	21,603	25.8	38.1	12.9	3.6	.0218
SUBURBAN TOTAL	486,344	25,445	22.3	42.9	17.3	5.7	.0195
WAUSAU	**943,195**	**21,687**	**26.0**	**38.7**	**12.0**	**4.1**	**.0432**
Marathon	943,195	21,687	26.0	38.7	12.0	4.1	.0432
● Wausau	294,693	19,485	26.5	33.8	11.0	3.9	.0152
SUBURBAN TOTAL	648,502	22,586	25.7	41.0	12.6	4.2	.0280
OTHER COUNTIES							
Adams	97,802	15,694	34.0	28.8	6.2	1.7	.0043
Ashland	110,078	14,762	36.7	26.1	5.3	1.1	.0060
Barron	279,861	16,560	34.1	29.8	6.7	2.3	.0142
Bayfield	92,407	14,818	34.5	27.0	6.0	1.1	.0041
Buffalo	103,803	16,753	33.7	28.9	8.0	3.2	.0045
Burnett	85,765	14,698	36.2	25.3	5.5	1.6	.0041
Clark	204,646	15,149	34.2	26.4	6.0	2.2	.0102
Columbia	345,651	19,640	29.9	36.2	10.0	2.7	.0162
Crawford	108,030	14,902	35.2	25.6	5.2	2.9	.0058
Dodge	618,569	21,906	27.2	38.4	13.4	3.9	.0261
Door	219,933	19,342	31.7	34.8	8.8	4.3	.0101
☐ Douglas	389,344	20,878	26.1	33.4	14.8	3.9	.0173
● Superior	269,000	20,142	26.6	30.9	15.2	4.2	.0123
Dunn	242,119	16,742	33.5	29.7	7.5	3.1	.0119
Florence	26,745	15,256	30.9	27.8	7.5	1.5	.0011
Fond du Lac	719,818	21,439	28.3	39.6	11.2	3.5	.0339
Forest	57,763	15,191	40.2	25.1	4.6	1.6	.0026
Grant	369,878	18,243	30.5	31.8	9.8	3.2	.0180
Green	267,043	20,591	28.6	34.9	11.3	5.5	.0159
Green Lake	145,759	18,489	33.0	32.6	9.2	3.1	.0074
Iowa	132,205	16,230	35.8	28.8	5.9	2.7	.0063
Iron	37,070	11,684	38.8	17.2	1.9	.6	.0021
Jackson	114,906	15,656	33.1	29.9	4.5	2.3	.0058
Jefferson	570,819	22,213	25.9	39.2	13.2	4.2	.0256
Juneau	155,980	16,347	34.4	28.0	7.9	2.5	.0079
Kewaunee	148,171	19,609	29.5	34.7	9.9	4.3	.0066
Lafayette	128,902	18,799	30.9	33.0	9.6	3.5	.0053
Langlade	136,824	16,184	33.5	27.6	8.2	2.3	.0071
Lincoln	192,092	17,052	34.1	31.8	6.4	2.3	.0091
Manitowoc	663,695	20,853	28.7	38.5	10.6	3.3	.0305
Marinette	272,060	16,452	31.9	32.0	5.5	1.4	.0134
Marquette	84,554	15,088	35.9	26.0	4.9	2.3	.0037
Menominee	15,674	18,192	38.8	32.5	11.0		.0007
Monroe	263,322	18,332	31.7	32.9	8.4	3.4	.0125
Oconto	204,548	16,959	33.2	30.8	7.7	2.1	.0092
Oneida	256,432	18,111	33.5	34.0	7.6	2.4	.0134
Pepin	55,612	18,275	30.4	32.3	9.5	3.1	.0027
Pierce	251,238	20,940	28.1	34.8	13.6	4.3	.0110
Polk	244,000	17,497	31.9	31.7	8.3	2.6	.0117
Portage	480,528	21,675	26.4	35.7	13.8	4.8	.0228
Price	109,289	15,774	30.9	29.9	6.3	2.0	.0051
Richland	130,050	17,493	32.3	31.0	7.4	3.7	.0059
Rusk	95,603	14,468	37.9	25.2	4.4	1.5	.0048
☐ St. Croix	392,880	24,280	22.3	38.2	16.9	5.9	.0170
Sauk	358,191	18,954	31.7	34.9	8.4	3.3	.0182
Sawyer	87,338	15,051	33.9	26.4	6.5	2.3	.0046
Shawano	260,206	17,185	32.3	30.4	8.3	2.9	.0125
Taylor	126,221	16,757	33.7	30.4	6.7	3.2	.0061
Trempealeau	179,529	16,442	35.2	28.9	6.6	2.3	.0084
Vernon	175,311	15,375	32.4	27.4	6.8	2.3	.0078
Vilas	133,300	16,094	36.9	28.3	6.0	2.5	.0068
Walworth	534,123	17,988	32.4	34.3	7.3	2.1	.0257
Washburn	86,426	14,145	38.4	24.2	4.0	1.2	.0047
Waupaca	322,892	18,326	31.2	33.5	8.3	2.6	.0151
Waushara	135,866	15,466	34.2	28.2	5.9	2.1	.0063
Wood	627,097	21,654	26.4	36.8	13.2	4.4	.0315
TOTAL METRO COUNTIES	**30,027,917**	**23,797**	**24.0**	**36.6**	**16.9**	**6.1**	**1.3599**
TOTAL STATE	**41,893,661**	**21,799**	**26.4**	**35.4**	**14.2**	**5.1**	**1.9272**

WYOMING

WYO.
ESTIMATES

POPULATION—12/31/82

RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**78.8**	**.0338**	**28.2**	**14.6**	**20.9**	**17.1**	**18.8**	**29.1**	**661,296**	**141,212**	**47,402**	**45,694**	**43,520**	**153,549**	**17,867**
Natrona	78.8	.0338	28.2	14.6	20.9	17.1	18.8	29.1	661,296	141,212	47,402	45,694	43,520	153,549	17,867
● Casper	56.5	.0242	29.0	14.7	20.7	17.1	20.6	21.4	610,793	132,076	41,623	45,694	43,314	148,992	16,478
SUBURBAN TOTAL	22.3	.0096	26.4	14.5	21.4	17.2	14.3	7.7	50,503	9,136	5,779		206	4,557	1,389
OTHER COUNTIES															
Albany	29.0	.0124	25.0	28.3	20.0	13.6	16.3	11.1	168,534	38,287	17,121	3,556	9,180	22,768	2,104
Big Horn	12.3	.0053	31.0	10.0	14.3	16.1	28.3	4.3	34,656	11,460	3,928	776	1,302	1,943	1,797
Campbell	28.6	.0122	25.0	16.9	24.0	16.2	9.8	9.6	214,355	41,970	16,464	12,660	2,465	40,758	2,802
Carbon	24.3	.0105	27.5	13.9	20.9	16.7	17.6	8.3	136,099	25,777	9,529	4,846	2,804	22,812	5,355
Converse	16.6	.0071	26.0	14.0	20.7	17.0	14.4	5.5	88,621	23,565	8,183	3,190	1,634	16,139	956
Crook	5.5	.0023	29.6	11.1	15.9	18.2	23.2	2.0	16,294	2,633	1,954	586		258	318
Fremont	42.4	.0182	27.8	13.0	18.8	17.8	18.7	14.1	226,604	52,007	16,365	17,829	8,349	32,267	4,679
Goshen	12.2	.0052	32.6	11.6	14.7	16.4	30.1	4.6	53,929	16,133	2,980	3,773	750	8,148	1,634
Hot Springs	5.9	.0026	33.2	10.9	15.4	15.6	31.6	2.2	27,546	7,938	3,377	812	545	3,579	920
Johnson	6.9	.0029	32.1	9.4	17.0	17.3	27.8	2.5	37,311	8,946	3,970	1,631	1,000	6,374	650
Laramie	71.8	.0308	29.2	14.1	18.8	17.5	21.5	27.3	443,305	70,296	33,248	47,855	21,064	65,274	5,983
Cheyenne	49.2	.0211	30.5	13.0	18.5	17.4	24.2	19.6	402,038	60,827	31,155	42,598	20,466	63,039	5,366
Lincoln	13.3	.0057	26.6	10.3	17.7	14.9	20.2	4.4	80,840	20,588	5,115	2,260	344	17,291	2,322
Niobrara	2.9	.0012	36.5	9.8	13.2	17.4	34.4	1.2	20,182	4,494	1,591	621	174	643	334
Park	22.7	.0097	30.5	12.6	16.8	18.2	24.3	8.4	134,929	22,503	10,659	19,228	4,270	22,929	4,627
Platte	13.3	.0057	29.5	11.5	19.8	17.6	21.6	5.2	54,673	11,666	3,282	3,382	476	9,769	453
Sheridan	27.4	.0118	31.0	11.1	19.0	16.3	26.1	10.3	166,329	39,256	14,812	16,558	10,785	30,208	3,538

FOR A PERFECT BUY, EVERY TIME.

When hungry marketers like General Foods' Minute® Rice decide to feast on the opportunities Milwaukee has to offer, they call us. And with one simple advertising buy, they bite off a mouth-watering 76% of the Milwaukee market every day. No other newspaper in the top 30 markets delivers like that.

So if you want to sink your teeth into the lucrative Milwaukee market, make your reservations now. Call us at (414) 224-2472.

MINUTE.
ENRICHED PRE-COOKED
RICE
The Milwaukee Journal
Milwaukee Sentinel
NET WT. 7OZ.

THE MILWAUKEE JOURNAL
MILWAUKEE SENTINEL
Go Brewers

The Milwaukee Journal / Milwaukee Sentinel

Essential tools in an essential market.

Member: Million Market Newspapers, Inc. and Metropolitan Sunday Newspapers, Inc., Participant in Newsplan

WYO. (cont.)

ESTIMATES

POPULATION—12/31/82 · RETAIL SALES BY STORE GROUP 1982

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sublette	4.7	.0020	29.7	9.9	18.7	19.1	21.1	1.6	33,247	4,739	3,471	518	508	1,511	827
Sweetwater	49.2	.0211	26.2	14.5	22.0	16.3	14.3	17.0	240,760	69,192	18,938	18,642	13,923	32,494	5,274
Teton	10.6	.0045	29.5	14.5	28.4	19.8	14.6	4.5	119,627	28,506	15,149	3,143	1,227	7,459	3,577
Uinta	18.3	.0079	25.5	14.4	20.7	14.4	16.0	5.8	89,987	19,086	4,692	7,658	4,170	9,303	4,632
Washakie	10.0	.0043	29.2	11.1	16.9	17.1	23.0	3.5	48,927	13,907	3,020	4,417	1,536	13,381	1,153
Weston	7.3	.0031	29.2	12.3	17.3	17.3	22.7	2.7	43,355	11,723	3,276	2,197	571	4,645	986
TOTAL METRO COUNTIES	**78.8**	**.0338**	**28.2**	**14.6**	**20.9**	**17.1**	**18.8**	**29.1**	**661,296**	**141,212**	**47,402**	**45,694**	**43,520**	**153,549**	**17,867**
TOTAL STATE	**514.0**	**.2203**	**28.0**	**14.3**	**19.6**	**16.8**	**19.5**	**185.2**	**3,141,406**	**685,884**	**248,526**	**221,832**	**130,597**	**523,502**	**72,788**

WYO.

ESTIMATES

EFFECTIVE BUYING INCOME 1982

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CASPER	**906,541**	**29,008**	**17.6**	**34.8**	**22.9**	**12.7**	**.0457**
Natrona	906,541	29,008	17.6	34.8	22.9	12.7	.0457
• Casper	673,406	29,332	18.1	31.9	23.9	13.4	.0370
SUBURBAN TOTAL	233,135	28,329	16.5	42.6	20.2	10.7	.0087
OTHER COUNTIES							
Albany	255,272	19,079	26.4	28.8	13.5	5.5	.0129
Big Horn	92,835	19,093	28.4	32.6	10.5	4.1	.0042
Campbell	351,643	35,429	13.0	29.9	31.7	19.3	.0164
Carbon	233,240	26,707	18.9	36.1	21.5	8.5	.0112
Converse	159,878	28,045	16.8	40.7	21.6	9.3	.0074
Crook	45,610	20,088	31.8	34.2	10.7	5.3	.0020
Fremont	346,403	23,499	24.7	39.5	14.9	5.1	.0178
Goshen	89,468	16,493	30.9	27.7	8.8	3.8	.0046
Hot Springs	56,256	23,161	22.1	32.5	17.5	7.3	.0025
Johnson	56,293	18,242	29.4	30.0	8.2	7.3	.0029
Laramie	698,226	22,268	26.9	31.5	16.5	7.3	.0343
Cheyenne	496,210	22,410	25.9	31.5	16.7	7.3	.0266
Lincoln	116,737	24,640	24.1	34.9	16.6	9.0	.0061
Niobrara	21,971	15,056	29.9	24.5	8.5	3.2	.0013
Park	231,520	24,910	24.3	33.5	17.1	9.6	.0109
Platte	108,767	20,419	26.8	40.5	8.4	2.4	.0052
Sheridan	273,089	24,084	23.2	32.5	19.5	6.8	.0131
Sublette	39,432	22,227	26.3	35.9	13.8	6.6	.0023
Sweetwater	569,659	32,353	14.2	33.9	28.5	14.7	.0239
Teton	119,643	23,146	25.4	36.6	14.4	8.9	.0068
Uinta	193,064	32,506	14.0	33.6	29.4	13.3	.0086
Washakie	92,099	24,156	24.5	36.6	17.5	7.0	.0043
Weston	77,743	28,569	19.7	35.9	22.2	8.5	.0036
TOTAL METRO COUNTIES	**906,541**	**29,008**	**17.6**	**34.8**	**22.9**	**12.7**	**.0457**
TOTAL STATE	**5,135,389**	**25,446**	**21.9**	**33.8**	**19.4**	**9.3**	**.2480**

ADVERTISERS' INDEX

This index is provided as an additional reader's service. The Publisher does not assume any liability for errors or omissions.

ADI Super Market Group ... C-30
Advertising Checking Bureau ... A-54
Akron Beacon Journal ... C-156
Alaska Group ... C-10
Albany Herald (GA) ... C-58
Allentown Morning Call ... C-171
American Management Assns. ... A-23, A-35
American Marketing Assn. ... A-36
American Motors-Renault ... Cover II
American Newspaper Markets, Inc. ... B-34
Anderson Bulletin/Herald ... C-72
Appleton Post-Crescent ... C-215
Arizona Golden Triangle Group ... C-11
Arizona West Newspaper Group ... C-12
Arkansas Democrat ... C-16
Arkansas Gazette ... B-44, C-15
Asbury Park Press ... C-128
Asheville Citizen Times ... C-143
Athens Banner Herald ... C-58
Atlanta Journal Constitution ... C-57
Augusta Chronicle-Herald ... C-58
Aurora Beacon News ... C-69
Austin American Statesman ... C-185
Austin Group ... C-185

Bakersfield Californian ... C-27
Baltimore Sunpapers ... C-98
Bangor Daily News ... C-95
Barre-Montpelier Times-Argus ... C-199
Baton Rouge State-Times Advocate ... C-91
Battle Creek Enquirer ... C-105
Beaver County Times ... C-169
Bedford Times-Mail ... C-73, C-74
Benton Harbor/St. Joseph Herald Palladium ... C-105
Bergen Record ... C-139
Bill Communications ... C-29
Billings Gazette ... C-122
Biloxi Herald Sun ... C-115
Binghamton Press & Sun Bulletin ... C-139
Birmingham News & Post Herald ... C-6
Black Mountain News ... C-12
Bloomington Bedford Herald Times (IN) ... C-73
Bloomington Herald-Telephone (IN) ... C-73, C-74
Bloomington Pantagraph (IL) ... C-64
Booth Newspapers ... B-29
Boston Area Newspaper Dailies (BAND) ... C-103
Boston Globe ... C-101
Branham Newspaper Sales ... B-32
Bridgeport Post-Telegram ... C-38
Bridgewater Courier News ... C-129
Bristol Press ... C-41
Brockton Enterprise ... C-100
Bucks Burlington Newspaper Group ... C-172
Buffalo News ... C-135
Burlington Daily Times-News ... C-143
Burlington Free Press ... C-99, C-134
Butler Eagle ... C-169
Butte Montana Standard ... C-122

Calgary Herald ... D-9
Canadian Gov't Office of Tourism ... D-12a, b
Capital Newspapers Group ... C-135
Carolinas West Newspaper Network ... C-178
Catholic Press Directory ... A-13
Cedar Rapids Gazette ... C-82
Central Brevard Tribune ... C-46
Central Florida Golden Mkts. Group I ... C-47
Central Florida Golden Mkts. Group II ... C-45
Central Illinois Unit ... C-66
Charlotte Observer/News ... C-142
Charlotte Area Nwspr. Dailies Org. (CANDO) ... C-146
Chicago Sun Times ... C-65
Chicago Tribune ... C-71
Chico Enterprise Record ... C-31
Cincinnati Enquirer & Post ... C-151
Circulation Magazine ... B-34
Civic Data Corp. ... C-24
Clearwater Sun (FL) ... C-50, 54
Cleveland Plain Dealer ... C-157
Cocoa Beach Holiday Inn ... A-25
Columbia State Record (SC) ... C-177
Columbus Dispatch (OH) ... C-153
Columbus Ledger Enquirer ... C-58
Columbus Republic (IN) ... C-74
Concord (NC) ... C-146
Contra Costa County Group ... C-19
Control Data ... A-20, A-21
Copley Plaza ... Cover IV
Corpus Christi Caller & Times ... C-193
Courier News (Elgin) ... C-69

Daily Independent ... C-12
Daily Journal (Wheaton) ... C-69
Dallas Morning News ... B-30
B. Dalton Bookseller ... B-44
D.A.M.N. Unit, Middletown, NY ... C-137
Danbury News Times ... C-41
Data Service ... C-62a–d
Datsun ... B-38
Davenport-Quad City Times ... C-66, C-78
Daytona Beach News-Journal ... C-44
Decatur Herald & Review ... C-66
Denver Post ... C-37
Denver Rocky Mountain News ... C-35
Des Moines Register & Tribune ... C-79
Detroit Free Press ... C-107
Detroit News ... C-109
Diario Las Americas ... A-41
Dilithuim Press ... B-36
Directory of Classes ... A-46
Downing Displays ... Cover III
Dover News Philadelphia Times Reporter ... C-152
Dubuque Telegraph Herald ... C-80
Durham Herald & Sun ... C-144

Eau Claire Leader Telegram ... C-212
Eden News ... C-143
Edmonton Journal ... D-3
Elizabeth Journal ... C-132
Elkhart Truth ... C-73
Elmira Star Gazette ... C-139
El Paso Times & Herald Post ... C-133, C-186
Elyria Chronicle Telegram ... C-158
Eire Times News ... C-165
Eugene Register Guard ... C-162
Evansville Courier Press ... C-89
Everett Herald ... C-208

Fairfield County Dailies ... C-38
Fallriver Herald News ... C-174
Fargo Forum ... C-149
Fayetteville Times/Observer ... C-146
Florida Times-Union ... C-46
Fort Lauderdale News & Sun Sentinel ... C-44
Fort Myers News-Press ... C-52
Fort Pierce News Tribune ... C-45
Fort Worth Star Telegram ... C-193
Franklin Journal ... C-74
Franklin Plaza Hotel ... A-53
Fresno Bee ... C-26

Gainesville Sun ... C-47
Gannett Michigan Newspapers ... C-105
Gannett Newspaper Advertising Sales ... B-8
Gannett Rochester Newspapers ... B-10
Gannett Westchester Rockland Newspapers ... C-141
Gastonia Gazette ... C-147
Georgia Newspaper Group ... C-58
Gerald Fried Display Co., Inc. ... A-28
Golden Gate Suburban Group ... C-21
Greater Chicago Newspapers ... C-69
Green Bay Press Gazette ... C-212
Greenfield Recorder ... C-104
Greenfield Reporter ... C-74
Greenboro News Record ... C-142
Greensburgh Tribune Review ... C-169
Greenville News Piedmont ... C-176
Greenwich Times ... C-38
Grier's Almanac ... A-32
GTE Telenet ... A-42

Hamilton Beach ... A-11
Hardware Retailing ... B-50
Harrisburg Patriot News ... C-166
Hartford Courant ... C-39
Helena Independent Record ... C-122
Herald News (Joliet) ... C-69

(continued on page D-4)

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section D

CANADIAN SURVEY OF BUYING POWER

Summaries of population and retail sales by province D-4
Summaries of Effective Buying Income by province D-4
S&MM metropolitan area summaries of population and retail sales ... D-5
Census metropolitan area summaries of population and retail sales .. D-6
S&MM metropolitan area summaries of Effective Buying Income D-7
Census metropolitan area summaries of Effective Buying Income D-7

NOTES:
Effective Buying Income and retail sales are expressed in Canadian dollars. Census Metropolitan Areas are defined by Statistics Canada on an urban population basis. S&MM's Canadian metropolitan county areas and their code numbers will be found on page D-20.

Yukon-Northwest Territories..... D-7
British Columbia D-8
Alberta D-9
Saskatchewan................ D-10
Manitoba D-11
Ontario..................... D-11
Quebec...................... D-14
Prince Edward Island.......... D-17
Nova Scotia................. D-18
New Brunswick............... D-19
Newfoundland................ D-19

ESTIMATES				POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality

ESTIMATES		$$	EFFECTIVE BUYING INCOME—1982			% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over							$$	EFFECTIVE BUYING INCOME—1982			% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E

1983 CANADIAN SURVEY OF BUYING POWER

Recovery begins—slowly

With recovery under way, Canadian economic forecasters believe that the record high inflation that has plagued the Canadian market will decline from its 1982 high of 10.8% to around 7.4% by the end of the year. A recent survey of economic forecasters by the Conference Board of Canada indicates a 2.3% growth rate in GNP in 1983 should increase to 4.6% by mid-1984. This factor, coupled with a marked increase in the Index of Consumer Attitudes to 96.2—a figure well above the 10-year average of 88.4—should lead to a turnaround in consumer spending and brighter sales opportunities for marketers.

The only continuing problem, says Thomas Maxwell, the Conference Board's chief economist, is unemployment which, at 13%, is the worst since the 1930s. He predicts a slight improvement, but sees a 12% rate holding on through 1984.

Demographically and socioeconomically, the Canadian population is getting older, household size is decreasing, and urban center living is losing appeal. A steady decline in fertility rates since the 1960s, along with an 18% increase of the 65 and older population between 1976 and 1981, lifted the median age towards 30. This is still under the U.S. median age of 31, but an increase of two years over this same five-year period indicates an accelerating aging trend.

Along with fertility rates, household size is also declining, decreasing from 3.5 persons in 1971 to 2.9 currently. This is partly due to a rise in single-person households, which now comprise about 20% of the national total, as opposed to only 6% for large households (see table, below).

The continued exodus from urban centers in the eastern provinces is redrawing the overall marketing picture. High unemployment levels that plague these cities are forcing younger people entering the job market to seek employment in the west, where above-average growth is producing more economic opportunity. With unemployment topping 10%, a more rural-oriented lifestyle that puts greater emphasis on self-sufficiency is seen by some as a way out of current economic straits. The relative decline in urban center population in a period of overall population growth seems to bear this out. It should be noted, however, that "fringe" areas, those outside the urban center but still part of the urbanized area, experienced increased growth in all provinces, according to the 1981 Population Census.

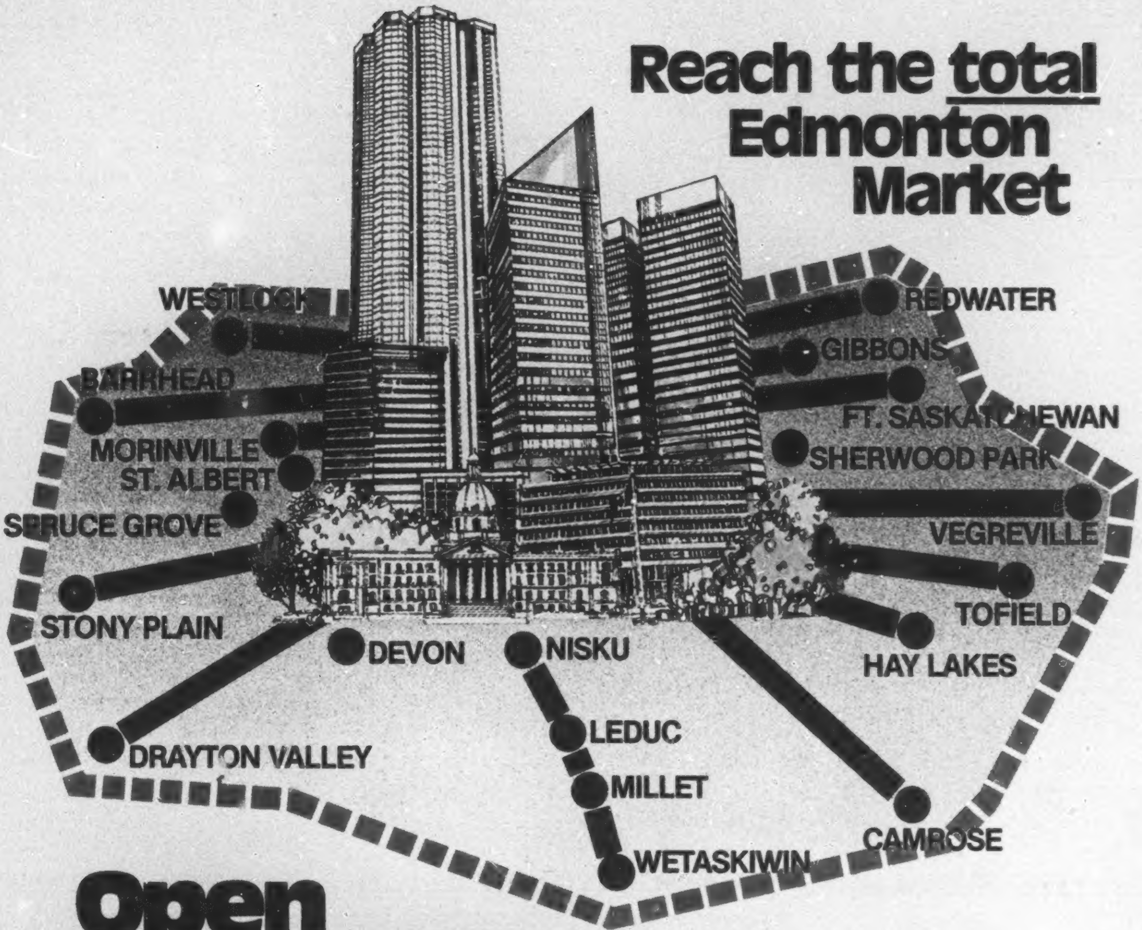
The 1981 Census also revealed a migration of the French-speaking population beyond its traditional Quebec base. Increases in the French-speaking population outside of Quebec, where roughly 82.5% of the population speaks French, will affect the formulation of sales or advertising campaigns in the other provinces, since linguistic and cultural orientations play a major part in the success of products or services in a given market. Increases in the French-speaking segment in New Brunswick and, more importantly, in the western provinces of Alberta and British Columbia signal a migration pattern by French Canadians into areas that were previously English-speaking strongholds.

Canadian households: Small is big

Household Size	*1976*	*1981*	*% Change*
1 person	1,205,340	1,681,130	+28.30%
2 persons	1,990,140	2,397,550	+16.99
3 persons	1,256,520	1,450,200	+13.35
4–5 persons	2,057,940	2,297,270	+10.41
6–9 persons	624,000	439,680	−29.53
10 or more persons	32,150	15,700	−51.16
Total	7,166,090	8,281,530	+13.46

Source: Statistics Canada, *Census of Canada—1976 and 1981*, "Private Households by Size."
© Sales & Marketing Management.

Reach the total Edmonton Market


WESTLOCK
BARRHEAD
MORINVILLE
ST. ALBERT
SPRUCE GROVE
STONY PLAIN
DRAYTON VALLEY
DEVON
NISKU
LEDUC
MILLET
WETASKIWIN
CAMROSE
HAY LAKES
TOFIELD
VEGREVILLE
SHERWOOD PARK
FT. SASKATCHEWAN
GIBBONS
REDWATER

Open your doors to all the customers with

The Edmonton Journal

...helping — in every way!

A Southam Newspaper

All your customers don't live in Edmonton. Many live in the lucrative surrounding area. The Journal brings you customers from both Edmonton and this rich bonus area. *77% of all adults in the Edmonton CMA are regular Journal readers. Combine them with the thousands of adult readers in the surrounding area and you have a total adult readership of 447,000.*

*6 DAY CUME.

OPPING CENT

Concentrate your advertising budget in the most cost-efficient manner possible through the pages of the Edmonton Journal. Get all the facts from:

Journal Advertising Director, Norm Weitzel or National Advertising Manager, Bob Deakin (403) 423-9507; in Toronto, Clarence Heringer (416) 927-1877; in Montreal, Malcolm Gunn (514) 878-9794; in Vancouver, Vernon J. Rumford (604) 669-0014.

Edmonton's First Media Buy — 7 days a week.

D INDEX

(continued from page C-218)

Hickory Record C-146
High Point Enterprise/Time C-143
Holyoke Transcript-Telegram C-104
Home Center Magazine A-29
Honolulu Advertiser/Star Bulletin C-61
Horvitz Newspapers C-152
Houma Daily Courier C-95
Houston Chronicle C-187
Houston Post C-195
Huntsville Times-News C-8

IIDA Group C-79
Indianapolis Star & News C-75
Ithaca Journal C-139

Jacksonville Journal (FL) C-46
Jersey I Network C-132
Jersey 2 .... C-129
Jet America A-19
Johnstown Tribune-Democrat C-171

Kannapolis Newspaper C-146
Kansas City Times/Star A-40, C-116
Kingsmore Daily Miner C-12
Kenosha News C-213
Kenrac Newspaper Group C-213
Kitchener Waterloo Record D-12
Knickerbocker News C-135
Knoxville News-Sentinel C-181
Kokoma Tribune C-72
KOLN-/KGIN-TV (NE) C-125

Lafayette Journal & Courier C-72
Lake City Reporter C-47
Lake County News Herald C-152
Lake Havasu City Herald C-12
Lake Powell Chronicle C-12
Lansing State Journal C-105
La Opinion B-16
La Press D-15
Las Vegas Review Journal C-126
Lebanon News (PA) C-165
Leesburg Commercial C-47
Lenoir News-Topic C-146
Lexington Dispatch C-143
Lexington Herald-Leader C-87
Longview Journal News C-185
Lorain Journal C152
Los Angeles Herald Examiner B-40
Los Angeles Times C-16
Louisville Courier-Journal Times C-87
Lufkin News C-185

Macon Telegraph News C-58
Madison Newspapers, Inc. C-213
Manchester Herald C-41
Manchester Journal/Inquirer C-41
Mankato Free Press C-113
Mansfield Journal C-152
Marin County Independent Journal C-21
Marion Chronicle-Tribune C-72
Market Statistics A-33, B-46
Marysville Appeal Democrat C-31
McKeesport Daily News C-169
Memphis Publishing Co. C-182
Meridan Record Journal C-41
Metropolitan Sunday Newspapers B-26
Miami Herald & News C-53
Middletown Press C-41
Milwaukee Journal/Sentinel C-217
Minneapolis Star & Tribune C-112
Minnesota Area Newspaper (MAN) C-113
Missoulian C-122
Mobile Press Register C-7
Modern Maturity Magazine A-31
Mohave Valley News C-12
Moline Dispatch C-66, C-78
Monroe Enquirer Journal C-146
Montana Newspaper Group C-122
Morganton News Herald C-146
Morristown Record C-132
Multi-Ad Services, Inc. A-37

Naples Daily News C-50
Nashville Banner & Tennessean C-183
Newark Star Ledger C-130
New Britain Herald C-41
New Brunswick Home News C-129
New Castle News C-169
New Central Connecticut Group C-41
New Haven Register/Journal Courier C-39
New London Day C-40
New Orleans Times Picayune C-93
New York Capital Newspapers C-135
New York Times Regional
  Newspaper Group C-45, C-47, C-95, C-145
Newport News Press/Times Herald C-174, C-204
Newsday C-136
Newsweek A-15
Newton New Jersey Herald C-132
Niagara Gazette A-30
North Adams Transcript C-104
North Breverd Star-Advocate C-46
Northhampton Hampshire Gazette C-104
Northern California Mainline Group C-31
Norwalk Hour C-38
NPD Research B-19
NYPSA B-20

Oakland Tribune C-18
Ocala Star-Banner C-47
Oklahoman & Times B-4
On Cable A-38
Orange County Metro Group C-17
Orlando Sentinel C-49
Oroville Mercury Register C-31
Oshkosh Northwestern C-215
Ottawa Le Droit D-5
Owatonna People's Press C-113
Owensboro Messenger Inquirer C-89

Palatka Daily News C-47
PAMM Newspaper Network C-169
The Papert C-190
Passaic Herald News & Daily Advance C-131
Paterson News C-132
Pawtucket Times C-174
Peninsula Times-Tribune C-22
Philadelphia Inquirer & News C-167
Piedmont Area Newspaper Group (PANG) C-143
Pittsburgh Press/Post Gazette C-173
Pittsfield Berkshire Eagle C-104
Port Arthur News C-185
Port Huron Times Herald C-105
Portland Oregonian C-163
Portland Press Herald & Evening Express C-96
Prescott Courier C-12
Providence Area-Newspaper Network (PANN) C-174
Providence Journal-Bulletin C-175
Public Works Publications C-2

Quad Cities Newspapers C-66, C-78
QLS A-45
Quincy Patriot Ledger C-100

Racine Journal Times C-213
Raleigh News Observer/Durham Herald C-144
Red Bank Register C-132
Redding Record Searchlight C-31
Reedsville Review C-143
Reno Gazette-Journal C-127
Restaurant Business B-42
Richmond Newspapers C-201
Riverside Press Enterprise C-29
Rochester Post Bulletin C-113
Rockford Register Star C-70
Rock Hill Evening Herald C-146
Rock Island Argus C-66, C-78
Rutland Herald C-199

Sacramento Bee C-20, C-31
Sacramento-Union C-30
Salem Oregon Statesman & Journal C-164
Sales Builders C-62a–d
Sales Consultants A-24
Salisbury Post C-146
Salt Lake City Tribune/Desert News C-198
San Antonio Express-News C-189
San Antonio Light C-194
San Bernardino Sun C-19
San Diego Union Tribune C-31
San Francisco Chronicle/Examiner A-46, C-32
San Jose Mercury/News C-23
Santa Ana Register C-17
Santa Barbara News-Press C-22
Saskatoon Star-Phoenix/Regina Leader Post D-10
Savannah News Press C-58
Schenectady Gazette C-138
Scranton Tribune & Scrantonian C-172

(continued on page D-18)

1982 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

ESTIMATES	POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
Province	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberta	2,358.3	9.5128	831.4	9.4211	11,770,668	10.9242	2,317,113	1,033,998	3,122,022	587,754	413,083	2,367,821	683,383	82,155	419,588	115	10.1128	106
British Columbia	2,813.6	11.3493	1,063.5	12.0511	12,689,542	11.7770	2,967,504	1,104,639	2,154,722	520,769	457,497	2,636,394	915,617	86,423	577,984	104	11.8038	104
Manitoba	1,040.4	4.1966	379.4	4.2992	4,262,952	3.9564	1,045,241	387,174	833,458	173,165	133,246	817,451	230,719	23,625	139,708	94	3.9217	93
New Brunswick	700.6	2.8260	227.2	2.5745	2,648,734	2.4582	672,494	169,279	436,993	116,042	68,283	522,799	243,549	24,652	124,786	87	2.4010	85
Newfoundland	570.1	2.2996	157.3	1.7825	1,923,570	1.7852	472,235	162,968	393,615	99,466	47,707	326,219	186,173	4,201	91,744	78	1.7962	78
Nova Scotia	855.2	3.4497	289.9	3.2850	3,367,442	3.1253	895,867	243,523	509,707	156,361	78,018	574,085	300,463	30,849	157,534	91	3.0892	90
Ontario	8,764.2	35.3523	3,148.4	35.6763	39,731,895	36.8747	10,036,027	3,819,639	4,980,403	1,882,994	1,406,012	7,383,449	3,293,823	250,094	1,429,154	104	37.6536	107
Prince Edward Island	123.0	.4961	39.7	.4499	440,371	.4087	96,634	28,437	97,789	13,858	10,947	75,103	49,340	1,668	15,812	82	.4064	82
Quebec	6,509.3	26.2567	2,313.2	26.2122	26,183,754	24.3008	7,450,658	2,153,630	2,706,255	1,589,575	955,180	5,330,880	2,305,923	324,553	702,562	93	24.6763	94
Saskatchewan	985.8	3.9765	354.0	4.0114	4,419,412	4.1016	836,536	387,932	781,762	197,872	156,045	1,068,483	256,736	42,543	159,451	103	3.8469	97
Yukon & N.W. Territories	70.5	.2844	20.9	.2368	310,160	.2879	63,244	20,883	123,781	4,954	3,876	40,730	6,237	2,804	6,933	101	.2921	103
Total Canada	24,791.0	100.0000	8,824.9	100.0000	107,748,500	100.0000	26,853,553	9,512,102	16,140,507	5,342,810	3,729,894	21,143,414	8,471,963	873,567	3,825,256	100	100.0000	100

1982 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

ESTIMATES	EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	22,441,910	9.8660	9,516	26,993	3.0	4.8	4.3	19.9	68.0
British Columbia	27,299,990	12.0017	9,703	25,670	4.5	4.6	3.8	17.9	69.2
Manitoba	8,623,030	3.7909	8,288	22,728	5.8	6.6	6.0	26.7	54.9
New Brunswick	4,996,632	2.1967	7,132	21,992	4.7	7.4	8.1	27.7	52.1
Newfoundland	3,643,137	1.6016	6,390	23,160	5.4	7.7	6.3	23.8	56.8
Nova Scotia	6,649,300	2.9232	7,775	22,937	5.5	8.4	8.7	32.8	44.6
Ontario	88,806,565	39.0413	10,133	28,207	4.0	3.9	3.5	19.6	69.0
Prince Edward Island	839,907	.3692	6,829	21,156	6.2	12.9	12.7	32.6	35.6
Quebec	55,205,557	24.2696	8,481	23,865	3.5	5.1	5.0	26.5	59.9
Saskatchewan	8,284,793	3.6421	8,404	23,403	4.2	5.7	5.3	22.1	62.7
Yukon & N.W. Territories	677,110	.2977	9,604	32,398	5.2	3.8	2.6	10.0	78.4
Total Canada	227,467,931	100.0000	9,175	25,776	4.0	4.9	4.6	22.4	64.1

S&MM METROPOLITAN AREA SUMMARIES OF 1982 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982												SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	716.8	2.8913	261.2	2.9598	4,172,485	3.8724	885,476	380,368	865,491	238,178	176,300	844,148	255,477	12,542	114,965	134	3.5019	121
Edmonton	803.6	3.2415	289.7	3.2828	4,103,181	3.8081	778,689	327,902	816,365	188,956	139,520	817,247	209,336	21,743	176,802	117	3.4674	107
BRITISH COLUMBIA																		
Kamloops	103.7	.4183	36.4	.4125	562,414	.5219	122,504	54,027	85,449	23,174	14,374	127,100	60,465	3,190	18,879	125	.4454	106
Kelowna	87.9	.3546	33.5	.3796	368,822	.3423	102,681	21,13[illegible]	41,538	19,009	15,803	66,357	26,993	3,126	23,138	97	.3417	96
Prince George	91.7	.3699	30.6	.3467	455,325	.4226	81,999	29,65[illegible]	86,369	12,422	12,441	144,680	35,825	1,104	12,623	114	.3966	107
Vancouver	1,185.9	4.7836	467.8	5.3009	5,770,945	5.3559	1,232,275	584,897	1,171,427	244,792	228,582	1,159,389	357,302	21,566	281,385	112	5.3710	112
Victoria	253.1	1.0209	107.2	1.2148	1,151,703	1.0689	252,940	96,054	255,326	47,015	50,491	180,576	73,819	4,393	43,980	105	1.0078	102
MANITOBA																		
Winnipeg	575.2	2.3202	225.2	2.5518	2,684,981	2.4919	692,982	253,884	533,648	106,685	79,781	466,435	133,487	4,146	75,679	107	2.3064	99
NEW BRUNSWICK																		
Moncton	132.0	.5325	44.4	.5032	545,522	.5063	130,15[illegible]	34,036	97,625	25,178	11,907	106,935	52,079	1,792	32,671	95	.4816	90
St. John	138.4	.5582	46.8	.5304	595,439	.5527	164,220	40,633	101,835	24,688	10,155	121,321	42,446	1,817	26,538	99	.5212	93
NEWFOUNDLAND																		
St. John's	242.1	.9766	69.2	.7842	932,671	.8656	241,447	74,659	136,306	54,717	23,173	190,183	84,112	1,295	54,615	89	.7854	80
NOVA SCOTIA																		
Halifax-Dartmouth	291.3	1.1750	104.2	1.1808	1,236,344	1.1475	323,841	122,304	165,362	74,161	25,501	213,727	99,556	4,729	62,469	98	1.1988	102
Sydney-Glace Bay	126.6	.5106	38.6	.4374	350,973	.3258	117,490	21,620	64,345	19,899	7,898	43,693	27,294	1,555	11,576	64	.3649	71
ONTARIO																		
Brantford	105.5	.4256	37.5	.4249	379,924	.3526	100,298	29,622	48,196	22,695	19,929	65,682	28,958	1,784	10,763	83	.3945	93
Guelph	133.2	.5373	46.9	.5315	576,386	.5349	139,767	46,691	66,647	29,110	21,699	117,123	63,101	3,168	25,678	100	.5499	102
Hamilton	417.4	1.6837	154.9	1.7552	1,827,543	1.6961	505,133	155,923	295,691	79,580	72,111	258,710	144,890	9,116	67,372	101	1.6880	100
Kingston	109.5	.4417	40.9	.4634	620,501	.5759	153,971	44,694	91,973	32,507	23,229	103,228	61,222	1,844	22,076	130	.5151	117
Kitchener-Cambridge	313.8	1.2658	112.2	1.2714	1,754,449	1.6283	388,032	146,675	277,606	87,954	68,331	375,983	148,081	7,697	41,902	129	1.5544	123
London	322.4	1.3005	124.0	1.4051	1,846,847	1.7140	467,336	182,461	270,264	90,373	61,349	318,309	140,555	7,422	47,911	132	1.6416	126
North Bay	80.0	.3227	27.6	.3127	379,019	.3518	93,289	39,962	52,308	16,376	12,609	68,552	36,584	2,278	9,455	109	.3129	97
Oshawa	294.3	1.1871	97.2	1.1014	1,538,384	1.4277	385,855	117,341	245,528	53,042	35,822	263,932	131,195	23,746	45,656	120	1.5090	127
Ottawa	767.3	3.0951	287.8	3.2612	3,344,721	3.1042	885,493	336,842	527,911	154,181	110,764	519,195	226,741	26,535	95,812	100	3.5612	115
Peterborough	103.6	.4179	38.6	.4374	604,402	.5609	154,452	52,291	83,443	27,856	24,546	104,407	46,889	2,828	16,888	134	.4809	115
St. Catharines-Niagara	369.2	1.4893	134.0	1.5185	1,426,271	1.3237	375,865	155,562	167,540	74,209	50,775	246,260	108,756	6,387	48,097	89	1.4412	97
Sarnia	128.7	.5191	46.3	.5246	402,051	.3731	100,089	35,774	56,703	19,391	14,355	76,201	29,323	2,279	13,587	72	.4819	93
Sault Ste. Marie	141.2	.5695	47.7	.5405	594,884	.5521	164,676	56,927	90,118	26,181	20,337	74,183	46,333	4,187	18,153	97	.5393	95
Sudbury	159.5	.6433	53.9	.6107	665,477	.6177	191,427	58,[illegible]	75,172	36,447	23,895	119,071	50,438	3,384	16,819	96	.5994	93
Thunder Bay	155.2	.6261	55.0	.6232	714,827	.6634	190,136	60,077	113,309	24,931	17,411	113,042	62,932	2,818	29,608	106	.6381	102
Toronto	3,185.0	12.8474	1,146.1	12.9870	13,956,845	12.9532	3,500,816	1,541,954	1,580,019	704,279	478,218	2,735,144	1,089,406	62,435	595,460	101	13.7176	107
Windsor	310.0	1.2504	111.1	1.2590	1,489,077	1.3819	374,845	152,617	189,872	80,102	68,128	268,606	110,287	7,480	56,347	111	1.3047	104
QUEBEC																		
Chicoutimi-Jonquière	178.5	.7200	55.4	.6278	527,738	.4897	160,664	31,707	57,939	39,061	24,007	99,293	48,844	2,001	12,637	68	.5633	78
Montréal	2,947.7	11.8903	1,122.1	12.7151	12,930,114	12.0003	3,834,988	1,264,075	1,458,707	798,287	441,501	2,271,050	1,024,586	178,121	405,497	101	11.9861	101
Québec	586.7	2.3666	209.4	2.3729	2,753,975	2.5559	675,177	220,239	310,629	159,521	93,822	649,361	152,749	29,392	77,709	108	2.4294	103
Sherbrooke	116.9	.4716	43.2	.4895	623,474	.5786	166,539	39,646	54,163	57,999	26,052	136,412	61,417	2,895	15,882	123	.5370	114
Trois Rivières-Shawinigan	231.4	.9335	83.0	.9406	928,812	.8619	282,478	71,086	66,685	65,268	39,279	193,144	84,076	15,758	24,875	92	.8213	88
SASKATCHEWAN																		
Regina	204.3	.8241	75.1	.8510	1,084,163	1.0062	217,852	104,912	180,276	46,835	43,596	253,809	61,903	8,252	37,760	122	.8528	103
Saskatoon	201.6	.8132	77.0	.8726	937,288	.8699	164,815	85,680	169,314	59,337	35,590	213,315	52,523	4,605	42,621	107	.7859	97
TOTAL ABOVE AREAS	16,311.2	65.7930	5,981.7	67.7821	74,837,977	69.4539	18,800,694	7,072,022	10,951,099	3,864,306	2,623,291	14,125,503	5,449,980	499,410	2,713,885	106	69.1256	106

CAPITAL REACH
OTTAWA LE DROIT
You can't have one without l'autre.

Ottawa-Hull
Le Droit
375 rue Rideau, Ottawa, Ontario K1N 5Y7
Telephone (613) 237-3050
In Toronto:
Vern B. Moore, National Advertising Manager,
69 Yonge Street, Suite 1307
Toronto, Ontario, M5E 1K3
Telephone: (416) 366-9699

CENSUS METROPOLITAN AREA SUMMARIES OF 1982 POPULATION & RETAIL SALES

[illegible] ESTIMATES	POPULATION 12/31/82						RETAIL SALES BY STORE GROUP—1982									SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	631.3	2.5465	231.5	2.6230	3,773,890	3.5025	844,868	363,309	626,101	227,694	166,481	806,415	243,801	10,618	109,008	138	3.0929	121
Edmonton	695.0	2.8033	254.4	2.8832	3,614,706	3.3547	718,462	327,902	804,476	184,993	135,479	460,680	180,210	16,334	172,385	120	3.0656	109
BRITISH COLUMBIA																		
Vancouver	1,288.5	5.1978	502.7	5.6965	6,085,735	5.6480	1,309,536	599,672	1,196,435	259,608	241,596	1,251,576	383,068	23,767	299,065	109	5.7046	110
Victoria	236.9	.9557	100.8	1.1426	1,118,237	1.0378	242,230	93,961	252,623	46,535	49,814	178,267	70,607	4,115	42,272	109	.9845	103
MANITOBA																		
Winnipeg	595.8	2.4034	231.8	2.6267	2,749,967	2.5522	709,660	262,519	537,785	108,986	82,568	481,254	137,626	5,013	79,616	106	2.3693	99
NEW BRUNSWICK																		
St. John	114.9	.4634	39.4	.4465	547,999	.5086	150,428	37,788	97,822	23,959	9,147	110,290	35,478	1,561	23,511	110	.4497	97
NEWFOUNDLAND																		
St. John's	156.1	.6296	45.4	.5147	709,735	.6587	172,192	51,972	112,404	49,385	20,853	134,913	68,290	1,136	40,999	105	.5587	89
NOVA SCOTIA																		
Halifax	280.3	1.1307	100.7	1.1413	1,219,493	1.1319	319,091	121,424	164,594	73,802	25,373	211,157	96,591	4,606	61,182	100	1.1659	103
ONTARIO																		
Hamilton	548.8	2.2137	199.9	2.2653	2,528,181	2.3463	684,800	210,061	384,674	116,226	90,291	414,312	200,574	12,379	100,725	106	2.3792	107
Kitchener	295.4	1.1914	106.5	1.2069	1,677,102	1.5565	372,028	140,541	267,968	86,688	65,477	338,424	134,410	6,620	41,451	131	1.4866	125
London	288.6	1.1641	112.2	1.2715	1,746,887	1.6213	442,926	178,151	260,015	88,511	58,110	297,855	132,671	6,196	43,022	139	1.4997	129
Oshawa	159.2	.6422	54.1	.6131	1,056,417	.9804	259,252	70,156	209,114	42,341	24,391	194,098	70,606	16,779	27,645	153	.7749	121
Ottawa-Hull	730.9	2.9482	275.0	3.1172	3,242,537	3.0094	858,324	327,517	515,657	152,338	106,808	495,545	211,942	26,122	94,237	102	3.4484	117
St. Catharines-Niagara	306.4	1.2358	109.9	1.2457	1,287,461	1.1949	340,919	131,521	161,216	71,089	45,646	222,319	98,386	5,120	41,090	97	1.2049	97
Sudbury	149.6	.6033	50.8	.5755	648,981	.6024	186,660	56,517	74,719	35,956	23,212	116,224	48,328	3,236	16,266	100	.5712	95
Thunder Bay	122.0	.4919	43.9	.4977	604,804	.5613	170,230	44,425	96,261	22,896	14,973	96,878	44,627	2,467	27,199	114	.5274	107
Toronto	3,053.9	12.3187	1,100.3	12.4678	13,094,508	12.1529	3,315,327	1,468,575	1,495,098	660,346	456,192	2.496,212	1,016,008	58,563	553,672	99	12.9545	105
Windsor	245.3	.9895	88.5	1.0023	1,330,663	1.2349	336,123	139,335	182,858	75,170	61,600	231,726	96,140	5,510	49,815	125	1.0779	109
QUEBEC																		
Chicoutimi-Jonquière	136.5	.5506	42.8	.4844	438,717	.4072	137,418	25,947	42,037	34,942	20,028	81,394	33,230	1,582	11,222	74	.4482	81
Montréal	2,846.0	11.4808	1,087.2	12.3192	12,467,362	11.5709	3,679,308	1,219,814	1,440,886	772,739	422,450	2,196,549	958,129	168,948	394,684	101	11.5884	101
Québec	580.1	2.3401	207.4	2.3503	2,736,676	2.5399	674,131	218,345	310,315	159,962	93,539	637,620	152,728	29,772	76,960	109	2.4107	103
Trois Rivières	112.4	.4535	40.6	.4603	450,799	.4184	133,357	39,727	39,100	37,206	19,579	83,887	37,684	8,331	13,326	92	.3897	86
SASKATCHEWAN																		
Regina	165.8	.6687	61.3	.6950	968,025	.8985	190,310	84,718	167,090	43,329	42,737	227,549	49,520	6,632	33,949	134	.7171	107
Saskatoon	164.3	.6627	63.7	.7218	888,264	.8244	154,234	79,602	162,984	57,716	35,445	199,998	47,003	2,249	41,226	124	.6732	102
TOTAL ABOVE AREAS	13,904.0	56.0856	5,150.8	58.3688	64,987,146	60.3140	16,401,814	6,293,499	9,602,232	3,432,417	2,311,789	11,985,142	4,547,657	427,656	2,394,527	108	59.5432	106

«Flexi-bility»

If there's such a thing as a perfect fit in media selection, newspapers measure up.

Whatever your budget, whatever your marketing strategy, newspapers offer an endless variety of possibilities in ad sizes, shapes, ad frequency and positioning.

You can increase readership (and results) with colour, test new products with couponing. Your campaign can be timely, tailored to fit today's headlines or changing market conditions.

Call a Thomson Newspapers advertising representative today and put the selling power of newspapers to work for you.

Thomson Newspapers Advertising Services

TORONTO—65 Queen St. W. M5H 2M8 (416)864-1710
MONTREAL—1117 St. Catherine St. W., Suite 609 H3B 1H9 (514)843-7245
IN USA: NEW YORK—1270 Avenue of the Americas, Suite 2815 (212)246-2265
CHICAGO—3150 Des Plaines Ave., Des Plaines, Ill. (312)299-5544

THE GLOBE & MAIL TORONTO—444 Front St. W. [illegible] MONTREAL—2045 Stanley St., 14th Floor (514)845-1131
LONDON ENG.—164 167 Temple Chambers, Temple Ave. 011-44-1-353-5771 NEW YORK—500 Fifth Ave., Suite 1420 [illegible]
CALGARY—602 12th Ave. S.W., Suite 370 [illegible] Seymour St. [illegible]

S&MM METROPOLITAN AREA SUMMARIES OF 1982 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	8,014,639	3.5234	11,181	30,684	3.1	5.1	4.5	23.3	64.0
Edmonton	7,628,028	3.3535	9,492	26,331	2.4	4.1	3.8	19.0	70.7
BRITISH COLUMBIA									
Kamloops	933,249	.4103	9,000	25,639	5.0	4.0	4.2	20.7	66.1
Kelowna	764,443	.3360	8,697	22,819	5.3	6.7	5.3	18.8	63.9
Prince George	890,565	.3916	9,713	29,107	2.1	3.6	3.7	17.0	73.6
Vancouver	12,772,828	5.6152	10,771	27,304	4.0	3.6	3.0	18.5	70.9
Victoria	2,334,143	1.0261	9,222	21,774	4.6	4.8	4.1	18.1	68.4
MANITOBA									
Winnipeg	4,980,769	2.1897	8,659	22,117	4.7	5.4	4.9	31.2	53.8
NEW BRUNSWICK									
Moncton	1,015,560	.4465	7,694	22,873	4.2	6.0	8.1	22.8	58.9
St. John	1,109,160	.4877	8,014	23,700	3.8	5.9	7.3	26.7	56.3
NEWFOUNDLAND									
St. John's	1,503,247	.6609	6,209	21,723	5.4	8.4	8.3	28.5	49.4
NOVA SCOTIA									
Halifax-Dartmouth	2,817,977	1.2388	9,674	27,044	3.4	6.1	7.3	29.0	54.2
Sydney-Glace Bay	750,899	.3301	5,931	19,453	5.6	7.0	6.1	35.2	46.1
ONTARIO									
Brantford	925,774	.4070	8,775	24,687	3.9	4.9	4.0	22.5	64.7
Guelph	1,282,031	.5636	9,625	27,335	4.5	6.7	4.0	26.3	58.5
Hamilton	3,832,350	1.6848	9,181	24,741	5.0	3.1	2.5	17.1	72.3
Kingston	1,156,181	.5083	10,559	28,268	4.7	6.1	5.7	18.6	64.9
Kitchener-Cambridge	3,698,059	1.6258	11,785	32,960	3.0	4.5	4.5	25.3	62.7
London	3,945,858	1.7347	12,239	31,821	4.5	4.5	4.1	27.3	59.6
North Bay	649,636	.2856	8,120	23,538	6.1	5.1	4.2	19.9	64.7
Oshawa	3,836,581	1.6867	13,036	39,471	2.1	2.0	1.7	13.5	80.7
Ottawa	9,147,866	4.0216	11,922	31,785	2.9	3.8	3.6	20.0	69.7
Peterborough	1,041,483	.4578	10,053	26,981	6.9	6.0	4.4	23.9	58.8
St. Catharines-Niagara	3,395,380	1.4927	9,197	25,339	4.5	3.8	3.0	17.4	71.3
Sarnia	1,211,082	.5325	9,410	26,157	3.7	3.0	2.3	8.3	82.7
Sault Ste. Marie	1,182,024	.5196	8,371	24,780	2.7	1.5	1.2	5.3	89.3
Sudbury	1,298,980	.5710	8,144	24,100	2.0	1.9	1.7	7.9	86.5
Thunder Bay	1,427,842	.6277	9,200	25,961	3.4	2.1	2.0	10.0	82.5
Toronto	33,038,608	14.5246	10,373	28,827	2.8	2.9	3.0	19.7	71.6
Windsor	2,911,398	1.2799	9,392	26,205	4.4	3.8	2.8	8.9	80.1
QUEBEC									
Chicoutimi-Jonquière	1,239,246	.5448	6,943	22,369	1.6	2.6	3.0	19.2	73.6
Montréal	27,332,063	12.0158	9,272	24,358	3.7	5.4	5.1	26.9	58.9
Québec	5,411,209	2.3788	9,223	25,841	2.5	3.8	4.5	22.9	66.3
Sherbrooke	1,224,127	.5381	10,472	28,336	4.6	4.8	4.6	31.3	54.7
Trois Rivières-Shawinigan	1,709,645	.7516	7,388	20,598	5.1	6.0	4.9	19.4	64.6
SASKATCHEWAN									
Regina	1,756,513	.7722	8,598	23,389	3.3	4.2	4.6	23.8	64.1
Saskatoon	1,647,961	.7245	8,174	21,402	3.6	5.5	4.7	23.6	62.6
TOTAL ABOVE AREAS	159,817,506	70.2595	9,798	26,718	3.5	4.3	4.0	21.8	66.4

CENSUS METROPOLITAN AREA SUMMARIES OF 1982 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	6,973,528	3.0657	11,046	30,123	2.7	5.1	4.6	24.4	63.2
Edmonton	6,817,240	2.9970	9,809	26,797	2.3	4.0	3.7	19.0	71.0
BRITISH COLUMBIA									
Vancouver	13,514,742	5.9413	10,489	26,884	4.1	3.7	3.1	18.3	70.8
Victoria	2,193,262	.9642	9,258	21,759	4.7	4.7	4.0	18.3	68.3
MANITOBA									
Winnipeg	5,108,746	2.2459	8,575	22,039	4.8	5.4	4.9	31.1	53.8
NEW BRUNSWICK									
St. John	930,482	.4091	8,098	23,616	3.6	6.0	7.3	26.8	56.3
NEWFOUNDLAND									
St. John's	1,069,995	.4704	6,855	23,568	4.9	7.7	8.0	26.9	52.5
NOVA SCOTIA									
Halifax	2,730,117	1.2002	9,740	27,111	3.4	6.0	7.3	29.3	54.0
ONTARIO									
Hamilton	5,607,223	2.4651	10,217	28,050	4.2	2.7	2.2	16.7	74.2
Kitchener	3,555,263	1.5630	12,035	33,383	3.1	4.7	4.7	26.3	61.2
London	3,551,023	1.5611	12,304	31,649	4.4	4.3	3.3	29.5	58.5
Oshawa	1,603,246	.7048	10,071	29,635	2.9	2.9	2.6	15.5	76.1
Ottawa-Hull	8,897,554	3.9115	12,173	32,355	2.9	3.9	3.6	20.3	69.3
St. Catharines-Niagara	2,726,636	1.1986	8,899	24,810	4.5	4.2	3.3	16.1	71.9
Sudbury	1,228,072	.5399	8,209	24,175	2.0	1.8	1.6	7.6	87.0
Thunder Bay	1,185,403	.5211	9,716	27,002	2.7	2.1	1.8	8.1	85.3
Toronto	31,140,574	13.6901	10,197	28,302	2.8	2.9	3.1	19.8	71.4
Windsor	2,317,548	1.0188	9,448	26,187	4.3	3.3	2.9	10.6	78.9
QUEBEC									
Chicoutimi-Jonquière	982,414	.4319	7,197	22,954	1.7	3.1	3.3	13.5	78.4
Montréal	26,482,286	11.6420	9,305	24,358	3.7	5.4	5.1	27.1	58.7
Québec	5,371,849	2.3616	9,260	25,901	2.5	4.0	4.7	23.3	65.5
Trois Rivières	789,149	.3470	7,021	19,437	5.7	6.8	5.6	15.6	66.3
SASKATCHEWAN									
Regina	1,427,894	.6277	8,612	23,294	3.4	4.2	4.1	21.9	66.4
Saskatoon	1,343,732	.5907	8,179	21,095	3.1	4.8	4.4	23.5	64.2
TOTAL ABOVE AREAS	137,547,978	60.4687	9,893	26,704	3.4	4.2	4.0	22.0	66.4

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. S&MM ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Baffin Region		8.6	.0347	1.9	.0215	24,761	.0230	4,414	2,034	13,105	510	513	165	0	0	0	66	.0245	71
Fort Smith & Central Arctic Regions		26.2	.1057	7.8	.0686	134,542	.1249	20,740	10,073	61,179	2,420	2,028	12,243	2,010	2,752	4,098	118	.1211	115
Inuvik Region		7.6	.0307	2.0	.0226	18,861	.0175	1,573	3,007	10,511	0	111	944	128	52	444	57	.0253	92
Keewatin Region		4.4	.0177	.9	.0102	16,599	.0154	0	0	13,856	0	42	106	0	0	0	87	.0124	70
Yukon Territory		23.7	.0956	8.3	.0941	115,397	.1071	36,517	5,769	25,130	2,024	1,182	27,272	4,099	0	2,391	112	.1088	114
Province Totals		70.5	.2844	20.9	.2368	310,160	.2879	63,244	20,883	123,781	4,954	3,876	40,730	6,237	2,804	6,933	101	.2921	103

Yuk.-N.W.T.
ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1982 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over A	B	C	D	E
Baffin Region		48,593	.0214	5,650	25,575	9.8	5.7	2.8	9.0	72.7
Fort Smith & Central Arctic Regions		284,044	.1249	10,841	36,416	4.9	3.9	2.7	11.4	77.1
Inuvik Region		63,611	.0279	8,370	31,806	5.9	5.2	3.5	13.5	71.9
Keewatin Region		18,713	.0083	4,253	20,792	18.6	9.0	4.1	10.4	57.9
Yukon Territory		262,149	.1152	11,061	51,584	2.7	2.4	2.0	8.0	84.9
Province Totals		677,110	.2977	9,604	32,396	5.2	3.8	2.6	10.0	78.4

BRITISH COLUMBIA

B.C.
ESTIMATES

		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		32.5	.1311	11.4	.1291	107,815	.1001	24,451	4,578	27,091	3,510	3,878	23,740	5,691	2,457	4,044	76	.1166	89
Bulkley-Nechako		39.5	.1593	12.6	.1428	147,152	.1366	44,915	7,561	16,911	5,449	2,695	27,504	13,332	4,293	4,542	86	.1380	87
Capital	.535	253.1	1.0209	107.2	1.2148	1,151,703	1.0689	252,940	96,054	255,326	47,015	50,491	180,576	73,819	4,393	43,980	105	1.0378	102
▲Victoria		65.2	.2630	33.1	.3751	762,566	.7077	128,407	71,721	223,899	41,429	42,616	153,727	36,475	1,156	24,120	269	.4179	159
Cariboo		62.5	.2521	20.6	.2334	302,136	.2804	77,054	23,999	34,078	12,961	5,571	80,667	28,121	3,384	8,518	111	.2482	98
Central Coast		3.2	.0130	1.0	.0113	10,521	.0097	3,865	498	1,872	226	400	126	1,099	108	394	75	.0105	81
Central Fraser Valley		122.0	.4921	41.3	.4680	336,394	.3122	88,432	13,970	12,397	17,573	18,049	99,473	29,163	2,319	19,090	63	.3452	70
Central Kootenay		52.9	.2133	20.2	.2289	253,263	.2351	79,698	16,782	30,962	9,077	7,527	46,616	17,915	3,496	13,669	110	.2274	107
Central Okanagan	.509	87.9	.3546	33.5	.3796	368,822	.3423	102,681	21,138	41,538	19,009	15,803	66,357	26,993	3,126	23,138	97	.3417	96
ΔKelowna		60.7	.2448	23.0	.2606	339,891	.3154	90,114	19,680	38,777	18,756	15,591	64,948	22,675	3,041	21,785	129	.2501	102
Columbia-Shuswap		43.5	.1755	16.2	.1836	146,839	.1363	24,138	15,809	21,880	5,882	3,216	29,747	21,564	3,067	4,462	78	.1651	94
Comox-Strathcona		71.9	.2900	26.0	.2946	332,458	.3085	106,392	19,795	34,878	15,600	11,648	53,346	26,743	4,625	16,416	106	.2968	102
Cowichan Valley		54.8	.2211	19.8	.2244	215,671	.2002	75,595	14,822	15,626	8,318	8,864	37,565	19,225	2,435	9,041	91	.2393	108
Dewdney-Alouette		63.1	.2545	21.6	.2447	224,863	.2087	50,283	12,076	29,842	9,129	5,834	65,050	17,044	1,600	12,464	82	.2477	97
East Kootenay		57.8	.2331	20.5	.2323	229,405	.2129	59,702	19,816	19,480	9,269	7,326	54,938	21,002	3,568	8,873	91	.2042	88
Fraser-Cheam		58.1	.2344	21.2	.2403	222,539	.2065	47,067	22,233	24,884	9,856	9,264	43,550	29,690	2,524	11,577	88	.2156	92
Fraser-Fort George	.519	91.7	.3699	30.6	.3467	455,325	.4226	81,999	29,655	86,369	12,422	12,441	144,680	35,825	1,104	12,623	114	.3966	107
ΔPrince George		68.9	.2779	22.2	.2516	404,976	.3759	75,128	28,831	79,361	11,423	10,912	120,062	32,362	704	11,546	135	.3091	111
Greater Vancouver	.534	1,185.9	4.7836	467.8	5.3009	5,770,945	5.3559	1,232,275	584,897	1,171,427	244,792	228,582	1,159,389	357,302	21,566	281,385	112	5.3710	112
New Westminster		38.9	.1569	17.8	.2017	419,090	.3890	45,709	24,436	117,165	14,884	9,624	149,513	14,571	900	12,431	248	.2502	159
North Vancouver		35.5	.1432	17.2	.1949	165,910	.1540	44,925	22,792	14,368	12,836	5,895	36,927	8,842	1,272	8,745	108	.1708	119
Port Coquitlam		27.6	.1113	8.7	.0986	51,147	.0475	25,041	2,418	2,048	678	1,711	9,856	4,304	542	973	43	.0933	84
▲Vancouver		416.7	1.6809	176.7	2.0023	2,988,351	2.7735	576,526	363,123	543,225	148,502	143,120	785,166	148,373	5,911	158,427	165	2.2005	131
Kitimat-Stikine		44.5	.1795	13.6	.1541	196,091	.1820	53,522	10,646	49,429	6,468	4,038	32,992	9,082	1,848	6,458	101	.1722	96
Kootenay Boundary		33.4	.1347	12.7	.1439	156,247	.1450	41,526	7,363	22,710	6,669	4,933	39,350	10,042	1,451	6,246	108	.1422	106
Mount Waddington		15.5	.0625	5.2	.0590	43,637	.0405	13,288	6,869	4,470	903	289	6,895	1,771	1,184	2,118	65	.0686	110
Nanaimo		81.2	.3276	31.4	.3558	426,547	.3959	119,312	34,187	51,676	16,305	12,114	85,237	32,895	3,420	20,113	121	.3753	115
Nanaimo		49.9	.2013	19.5	.2210	375,712	.3487	100,371	31,070	50,269	15,054	10,982	79,712	25,045	1,296	17,495	173	.2555	127
North Okanagan		56.9	.2295	20.6	.2334	229,377	.2129	55,435	12,648	28,873	7,371	7,344	61,989	13,177	2,785	13,443	93	.1923	84
Okanagan-Similkameen		59.6	.2404	24.0	.2720	251,877	.2337	71,008	24,783	18,725	11,301	7,262	49,343	21,829	5,080	13,733	97	.2411	100
Penticton		24.6	.0992	9.8	.1110	163,947	.1522	41,417	14,619	12,838	8,021	5,824	37,162	13,586	1,043	9,224	153	.1137	115
Peace River-Liard		56.1	.2263	18.4	.2085	274,000	.2543	49,980	22,382	38,523	6,779	8,798	77,550	23,221	1,472	9,371	112	.2449	108
Powell River		19.4	.0782	7.2	.0816	62,317	.0579	23,030	1,646	7,977	2,419	2,112	11,786	4,897	594	1,569	74	.0765	98
Skeena-Queen Charlotte		24.6	.0993	8.1	.0917	94,143	.0873	28,695	8,708	14,348	5,724	2,931	13,317	3,861	273	4,077	88	.1113	112
Squamish-Lillooet		19.7	.0794	7.1	.0805	66,697	.0619	17,575	14,772	2,970	1,662	793	12,168	5,972	884	3,589	78	.0746	94
Stikine		2.2	.0089	.7	.0079	3,428	.0032	1,347	0	895	0	18	36	376	0	178	36	.0076	85
Sunshine Coast		16.4	.0662	6.6	.0748	46,916	.0436	18,795	2,915	4,116	1,904	902	5,307	3,501	177	3,994	66	.0501	76
Thompson-Nicola	.508	103.7	.4183	36.4	.4125	562,414	.5219	122,504	54,027	85,449	23,174	14,374	127,100	60,465	3,190	18,879	125	.4454	106
ΔKamloops		63.8	.2574	21.9	.2482	405,549	.3764	93,983	35,978	42,333	20,415	11,623	115,285	29,377	1,944	14,662	146	.3197	124
Province Totals		2,813.6	11.3493	1,063.5	12.0511	12,689,542	11.7770	2,967,504	1,104,639	2,154,722	520,769	457,497	2,636,394	915,617	86,423	577,984	104	11.8038	104

B.C.
ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1982 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over A	B	C	D	E
Alberni-Clayoquot		274,791	.1208	8,455	24,104	4.3	2.0	1.5	13.9	78.3
Bulkley-Nechako		296,181	.1302	7,498	23,506	4.1	7.2	5.0	18.6	65.1
Capital	.535	2,334,145	1.0261	9,222	21,774	4.6	4.8	4.1	18.1	68.4
▲Victoria		695,967	.3060	10,674	21,026	6.0	1.7	1.2	24.9	66.2
Cariboo		516,568	.2271	8,265	25,076	5.1	6.6	5.5	14.7	68.1
Central Coast		22,596	.0100	7,061	22,596	11.3	9.1	7.2	20.6	51.8
Central Fraser Valley		696,965	.3064	5,713	16,875	5.0	4.8	3.4	15.8	71.0
Central Kootenay		519,578	.2284	9,822	25,722	8.5	10.8	6.4	18.1	56.2
Central Okanagan	.509	764,443	.3360	8,697	22,819	5.3	6.7	5.3	18.8	63.9
ΔKelowna		484,351	.2129	7,979	21,059	6.9	6.0	3.4	26.4	57.3
Columbia-Shuswap		405,491	.1783	9,322	25,030	4.6	3.1	2.5	6.6	83.2
Comox-Strathcona		665,233	.2925	9,252	25,586	5.5	5.4	3.2	24.1	61.8
Cowichan Valley		614,664	.2702	11,216	31,044	4.3	5.7	5.0	12.3	72.7
Dewdney-Alouette		610,133	.2682	9,669	28,247	6.4	6.9	4.9	12.8	69.0
East Kootenay		426,298	.1874	7,375	20,795	3.2	3.7	3.8	12.5	76.8
Fraser-Cheam		485,713	.2135	8,360	22,911	8.7	6.5	5.5	20.6	58.7
Fraser-Fort George	.519	890,665	.3916	9,713	29,107	2.1	3.6	3.7	17.0	73.6
ΔPrince George		640,159	.2814	9,291	28,836	2.7	2.0	1.1	13.7	80.5
Greater Vancouver	.534	12,772,829	5.6152	10,771	27,304	4.0	3.6	3.0	18.5	70.9
New Westminster		464,718	.2043	11,946	26,108	5.0	4.7	2.8	10.8	76.7
North Vancouver		436,539	.1919	12,297	25,380	4.8	4.4	3.6	25.0	62.2
Port Coquitlam		258,498	.1136	9,366	29,712	3.0	4.3	4.9	31.1	56.7
▲Vancouver		4,696,213	2.0646	11,270	26,577	5.5	4.2	3.2	17.5	69.6
Kitimat-Stikine		371,474	.1633	8,348	27,314	1.8	4.1	2.6	12.3	79.2
Kootenay Boundary		326,905	.1437	9,788	25,741	4.9	3.5	2.9	8.4	80.3
Mount Waddington		199,502	.0877	12,871	38,366	1.9	3.9	6.1	15.2	72.9
Nanaimo		869,328	.3822	10,706	27,686	5.4	7.4	5.5	24.2	57.5
Nanaimo		503,178	.2212	10,084	25,804	2.9	5.1	2.9	15.9	73.2
North Okanagan		375,620	.1652	6,601	18,234	5.6	6.9	4.9	21.2	61.4
Okanagan-Similkameen		559,013	.2457	9,379	23,292	7.1	7.6	4.4	20.0	60.9
Penticton		219,456	.0965	8,921	22,393	10.0	3.8	4.4	17.4	64.4
Peace River-Liard		560,768	.2465	9,996	30,477	3.8	5.3	3.0	23.8	64.1
Powell River		197,981	.0871	10,205	27,497	10.3	6.8	5.8	13.2	64.7
Skeena-Queen Charlotte		296,533	.1303	12,054	36,609	.9	1.8	3.5	7.2	86.6
Squamish-Lillooet		182,793	.0804	9,279	25,745	2.3	5.8	11.7	11.9	68.3
Stikine		22,595	.0099	10,270	32,279	1.4	.0	.1	7.7	90.8
Sunshine Coast		107,957	.0475	6,583	16,357	9.4	9.3	4.5	23.4	53.4
Thompson-Nicola	.508	933,249	.4103	9,080	25,639	5.0	4.0	4.2	20.7	66.1
ΔKamloops		706,412	.3106	11,072	32,256	1.8	2.0	2.2	24.8	69.2
Province Totals		27,299,990	12.0017	9,703	25,670	4.5	4.6	3.8	17.9	69.2

ALBERTA

Alta. ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		**56.8**	**.2292**	**20.8**	**.2357**	**265,003**	**.2461**	**61,837**	**27,693**	**37,875**	**18,640**	**11,908**	**44,253**	**15,399**	**3,065**	**8,774**	**107**	**.2276**	**99**
Medicine Hat		41.6	.1678	15.3	.1734	240,977	.2236	55,348	25,342	36,771	17,715	11,544	41,479	12,617	2,363	8,309	133	.1706	102
Division 2		**115.8**	**.4671**	**39.9**	**.4521**	**605,327**	**.5618**	**118,798**	**51,989**	**932,170**	**33,664**	**24,669**	**111,351**	**28,074**	**3,636**	**20,407**	**120**	**.4565**	**98**
Lethbridge		56.8	.2291	21.0	.2380	979,970	.9095	73,340	32,029	694,050	27,181	19,278	62,280	13,286	1,908	14,472	397	.4390	192
Division 3		**37.0**	**.1492**	**11.7**	**.1326**	**84,847**	**.0787**	**15,969**	**9,729**	**11,039**	**4,465**	**3,720**	**16,298**	**5,473**	**1,860**	**3,570**	**53**	**.1006**	**67**
Division 4		**12.1**	**.0488**	**4.1**	**.0465**	**56,572**	**.0525**	**8,873**	**3,741**	**8,973**	**2,386**	**1,108**	**16,182**	**3,636**	**1,076**	**2,376**	**108**	**.0578**	**118**
Division 5		**39.6**	**.1598**	**13.2**	**.1495**	**100,940**	**.0937**	**17,748**	**9,857**	**18,482**	**4,006**	**1,917**	**20,780**	**7,748**	**2,507**	**5,546**	**59**	**.1179**	**74**
Division 6	**502**	**716.8**	**2.8913**	**261.2**	**2.9598**	**4,172,485**	**3.8724**	**885,476**	**380,368**	**865,491**	**238,178**	**176,300**	**844,148**	**255,477**	**12,542**	**114,965**	**134**	**3.5019**	**121**
▲Calgary		631.3	2.5465	231.5	2.6233	3,773,890	3.5025	844,868	363,309	626,101	227,694	166,481	806,415	243,801	10,618	109,008	138	3.0929	121
Division 7		**40.4**	**.1630**	**13.9**	**.1575**	**133,557**	**.1240**	**20,363**	**13,606**	**18,384**	**7,755**	**3,626**	**28,479**	**7,945**	**4,122**	**5,499**	**76**	**.1383**	**85**
Division 8		**131.4**	**.5300**	**45.4**	**.5145**	**712,874**	**.6616**	**112,992**	**57,548**	**121,517**	**26,486**	**18,144**	**176,549**	**48,991**	**9,379**	**22,882**	**125**	**.5548**	**105**
Red Deer		51.7	.2085	18.1	.2051	441,531	.4098	63,188	32,644	82,736	16,768	10,950	130,516	12,538	4,641	16,956	197	.2800	134
Division 9		**22.9**	**.0924**	**8.8**	**.0997**	**85,174**	**.0790**	**21,537**	**17,368**	**10,705**	**4,380**	**1,246**	**8,697**	**7,811**	**617**	**3,958**	**85**	**.0874**	**95**
Division 10		**81.1**	**.3271**	**28.1**	**.3184**	**333,148**	**.3092**	**55,933**	**30,793**	**51,032**	**17,484**	**9,050**	**74,112**	**20,989**	**5,656**	**12,463**	**95**	**.3023**	**92**
Division 11	**504**	**803.6**	**3.2415**	**289.7**	**3.2828**	**4,103,181**	**3.8081**	**778,689**	**327,902**	**816,365**	**188,956**	**139,520**	**817,247**	**209,336**	**21,743**	**176,802**	**117**	**3.4674**	**107**
▲Edmonton		565.7	2.2819	213.6	2.4204	3,143,572	2.9175	658,441	326,907	793,033	180,222	130,843	138,655	152,089	11,388	166,179	128	2.6044	114
St. Albert		33.3	.1343	9.7	.1099	39,694	.0368	6,826	995	943	1,271	1,067	7,091	2,396	169	2,304	27	.1063	79
Division 12		**88.0**	**.3550**	**26.9**	**.3048**	**291,261**	**.2703**	**65,369**	**15,609**	**56,065**	**8,988**	**7,126**	**59,094**	**15,761**	**5,015**	**12,861**	**76**	**.2862**	**81**
Division 13		**54.9**	**.2214**	**18.6**	**.2108**	**208,945**	**.1940**	**45,039**	**21,565**	**29,688**	**8,998**	**2,685**	**46,139**	**13,129**	**4,087**	**8,501**	**88**	**.2238**	**101**
Division 14		**25.8**	**.1041**	**8.4**	**.0932**	**95,534**	**.0886**	**22,819**	**15,002**	**12,976**	**3,808**	**1,595**	**15,929**	**6,949**	**1,756**	**4,668**	**85**	**.0820**	**79**
Division 15		**132.1**	**.5329**	**40.7**	**.4612**	**521,740**	**.4842**	**85,671**	**51,228**	**131,260**	**19,560**	**10,469**	**88,563**	**36,675**	**5,094**	**16,316**	**91**	**.5083**	**95**
Province Totals		**2,358.3**	**9.5128**	**831.4**	**9.4211**	**11,770,668**	**10.9242**	**2,317,113**	**1,033,998**	**3,122,022**	**587,754**	**413,083**	**2,367,821**	**683,383**	**82,155**	**419,588**	**115**	**10.1128**	**106**

Alta. ESTIMATES		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		**490,943**	**.2158**	**8,643**	**23,603**	**2.0**	**4.6**	**3.7**	**21.2**	**68.5**
Medicine Hat		318,155	.1399	7,648	20,794	2.4	5.3	3.8	20.8	67.7
Division 2		**884,971**	**.3891**	**7,642**	**22,180**	**3.5**	**5.3**	**5.2**	**21.3**	**64.7**
Lethbridge		547,561	.2407	9,640	26,074	3.1	4.5	3.5	24.5	64.4
Division 3		**214,902**	**.0945**	**5,808**	**18,368**	**3.1**	**6.0**	**4.2**	**36.5**	**50.2**
Division 4		**146,598**	**.0644**	**12,116**	**35,756**	**2.5**	**6.2**	**3.6**	**10.0**	**77.7**
Division 5		**263,815**	**.1160**	**6,662**	**19,986**	**3.9**	**7.7**	**6.7**	**18.3**	**63.4**
Division 6	**502**	**8,014,639**	**3.5234**	**11,181**	**30,684**	**3.1**	**5.1**	**4.5**	**23.3**	**64.0**
▲Calgary		6,973,528	3.0657	11,046	30,123	2.7	5.1	4.6	24.4	63.2
Division 7		**312,428**	**.1374**	**7,733**	**22,477**	**3.9**	**6.3**	**5.1**	**22.6**	**62.1**
Division 8		**1,138,663**	**.5005**	**8,666**	**25,081**	**3.4**	**4.6**	**4.1**	**20.6**	**67.3**
Red Deer		524,943	.2308	10,154	29,002	3.0	3.8	4.4	26.4	62.4
Division 9		**205,386**	**.0903**	**8,969**	**23,339**	**4.0**	**5.9**	**2.5**	**10.1**	**77.5**
Division 10		**655,488**	**.2882**	**8,082**	**23,327**	**5.9**	**5.9**	**4.6**	**21.8**	**61.8**
Division 11	**504**	**7,628,828**	**3.3535**	**9,492**	**26,331**	**2.4**	**4.1**	**3.8**	**19.0**	**70.7**
▲Edmonton		5,790,238	2.5455	10,236	27,108	2.2	4.0	3.6	18.0	72.2
St. Albert		310,882	.1367	9,336	32,050	1.2	4.8	5.6	41.9	46.5
Division 12		**610,065**	**.2682**	**6,933**	**22,679**	**4.3**	**8.2**	**9.0**	**11.8**	**66.7**
Division 13		**552,138**	**.2427**	**10,057**	**29,685**	**3.8**	**3.3**	**4.3**	**12.1**	**76.5**
Division 14		**157,366**	**.0692**	**6,099**	**18,734**	**2.4**	**2.8**	**2.5**	**3.6**	**88.7**
Division 15		**1,166,480**	**.5128**	**8,830**	**28,660**	**2.6**	**3.5**	**3.5**	**11.7**	**78.7**
Province Totals		**22,441,910**	**9.8660**	**9,516**	**26,993**	**3.0**	**4.8**	**4.3**	**19.9**	**68.0**

THE HERALD HELPS.

We've got Calgary retail marketing and readership information that profiles your potential customers - who they are and what they're all about. We'll help you turn those potential customers into proven sales.

Our source is the 1982 NADbank study and it could help you turn a little budget into a lot of results.

Call us. We're here to help.

Calgary Herald
Calgary, Alberta, Canada

Clarence Heringer, Toronto 416-927-1877
Malcolm Gunn, Montreal 514-878-9794
Vernon Rumford, Vancouver 604-669-0014/922-7742
Darrell Anderson, Calgary 403-235-7100

SASKATCHEWAN

Sask. S&MM ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		32.5	.1311	11.6	.1315	123,189	.1144	19,365	11,742	24,460	3,426	4,611	31,113	7,351	2,265	5,060	87	.1252	95
Division 2		26.6	.1073	9.8	.1110	99,173	.0920	18,460	7,217	19,034	3,694	5,575	27,998	5,496	865	2,550	86	.1060	99
Division 3		20.3	.0819	7.4	.0829	95,948	.0891	16,008	6,196	18,209	2,613	1,783	31,173	4,447	2,600	3,377	109	.0964	118
Division 4		14.7	.0593	5.1	.0578	69,464	.0644	10,001	6,338	13,339	2,755	2,071	15,157	5,505	611	3,284	109	.0685	116
Division 5		41.4	.1670	15.0	.1699	138,125	.1282	38,202	13,224	18,300	4,222	3,528	24,715	9,806	3,245	6,241	77	.1413	85
Division 6	.521	204.3	.8241	75.1	.8510	1,084,163	1.0062	217,852	104,912	180,276	46,855	43,596	253,809	61,903	8,252	37,760	122	.8528	103
▲Regina		164.0	.6615	60.7	.6878	962,680	.8935	189,042	83,789	166,483	43,168	42,697	226,340	48,950	6,557	33,774	135	.7109	107
Division 7		52.9	.2134	19.5	.2210	327,237	.3037	76,423	19,038	48,883	11,259	9,737	54,145	14,315	4,794	6,972	142	.2343	110
Moose Jaw		34.2	.1380	12.4	.1405	236,011	.2190	33,420	12,274	36,960	9,622	9,188	48,213	7,134	2,772	3,879	159	.1633	118
Division 8		35.4	.1428	13.2	.1496	161,045	.1495	23,329	15,273	21,793	6,187	6,658	56,538	11,384	1,462	5,377	105	.1491	104
Division 9		44.3	.1786	16.6	.1881	185,114	.1718	33,050	18,161	35,052	10,516	7,548	45,447	11,580	2,372	4,722	96	.1735	97
Division 10		25.3	.1021	8.9	.1008	73,889	.0686	11,122	9,682	15,144	2,662	1,524	16,100	6,873	1,383	3,744	67	.0753	74
Division 11	.526	201.6	.8132	77.0	.8726	937,288	.8699	164,815	85,680	169,314	59,337	35,590	213,315	52,523	4,605	42,621	107	.7859	97
▲Saskatoon		164.3	.6627	63.7	.7218	888,264	.8244	154,234	79,602	162,984	57,716	35,445	199,998	47,003	2,249	41,226	124	.6752	102
Division 12		26.3	.1061	8.8	.0997	104,738	.0972	23,762	11,660	16,289	3,112	3,261	19,778	7,558	1,406	2,906	92	.1224	115
Division 13		27.1	.1093	9.4	.1065	144,993	.1345	27,103	13,964	25,180	6,011	3,718	42,236	7,071	1,402	5,149	123	.1365	125
Division 14		47.5	.1916	16.9	.1915	176,224	.1636	26,148	12,409	34,936	9,794	3,687	55,003	9,113	1,452	6,738	85	.1592	83
Division 15		80.5	.3247	27.3	.3093	345,232	.3204	65,745	25,113	54,649	13,101	11,111	102,140	18,064	3,489	11,895	99	.2931	90
Prince Albert		33.5	.1351	11.1	.1258	189,213	.1756	38.780	11,167	27,745	10,326	9,653	51,346	8,843	376	6,697	130	.1318	98
Division 16		39.3	.1585	13.6	.1542	146,392	.1358	24,092	12,625	28,379	5,133	7,204	39,168	10,311	1,049	3,666	86	.1270	80
Division 17		36.1	.1457	11.6	.1314	132,066	.1226	22,182	5,588	34,377	6,528	2,497	29,782	10,185	945	5,367	84	.1320	91
Division 18		29.7	.1198	7.2	.0816	75,132	.0697	16,877	9,010	24,048	687	246	10,866	3,251	346	2,022	58	.0684	57
Province Totals		985.8	3.9765	354.0	4.0114	4,419,412	4.1016	836,536	387,932	781,762	197,872	156,045	1,068,483	256,736	42,543	159,451	103	3.8469	97

Sask. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		294,025	.1292	9,047	25,347	3.8	5.1	4.8	24.5	61.8
Division 2		259,082	.1139	9,740	26,437	4.0	7.1	5.4	31.8	51.7
Division 3		242,32[illegible]	.1065	11,937	32,746	7.0	9.1	6.6	24.2	53.1
Division 4		170,042	.0748	11,567	33,342	3.3	3.2	3.4	23.5	66.6
Division 5		316,035	.1389	7,624	21,069	4.4	7.6	5.2	14.9	67.9
Division 6	.521	1,756,513	.7722	8,598	23,389	3.3	4.2	4.6	23.8	64.1
▲Regina		1,412,769	.6211	8,614	23,275	3.4	4.2	4.1	21.8	66.5
Division 7		457,145	.2010	8,642	23,443	4.6	5.5	4.8	21.9	63.2
Moose Jaw		318,297	.1399	9,307	25,669	2.6	4.1	3.4	21.7	68.2
Division 8		344,242	.1513	9,724	26,079	3.1	6.6	5.7	24.6	60.0
Division 9		392,417	.1726	8,858	23,640	6.5	8.9	8.4	27.3	48.9
Division 10		155,999	.0685	6,166	17,528	9.1	7.1	8.5	32.0	43.3
Division 11	.526	1,647,961	.7245	8,174	21,402	3.6	5.5	4.7	23.6	62.6
▲Saskatoon		1,343,732	.5907	8,179	21,095	3.1	4.8	4.4	23.5	64.2
Division 12		327,658	.1441	12,458	37,234	6.0	5.2	3.7	14.8	70.3
Division 13		337,877	.1485	12,468	35,944	2.4	3.7	3.5	11.0	79.4
Division 14		326,846	.1437	6,881	19,340	3.3	5.1	5.3	12.3	74.0
Division 15		601,064	.2642	7,467	22,017	4.8	6.8	6.6	16.2	65.6
Prince Albert		236,737	.1041	7,067	21,328	5.7	6.5	4.8	14.2	68.8
Division 16		247,806	.1090	6,305	18,221	6.0	6.9	7.3	26.7	53.1
Division 17		300,924	.1323	8,336	25,942	5.3	7.1	7.6	28.4	51.6
Division 18		106,833	.0469	3,597	14,838	2.6	1.7	1.2	4.6	89.9
Province Totals		8,284,793	3.6421	8,404	23,403	4.2	5.7	5.3	22.1	62.7

WANT TO SELL?

The LeaderPost
1964 Park Street,
Regina, Sask. S4P 3G4
GEORGE CRAWFORD
(306) 565-8211

StarPhoenix
204 Fifth Avenue North,
Saskatoon, Sask. S7K 2P1
DICK THOMPSON
(306) 664-8267

We've got people who want to buy!

Retail Sales Per Capita Are 35% and 24%* Higher Than The Canadian Average!

Representatives:
Toronto: Dan Anrill,
(416) 447-8025
U.S.A.: London Associates,
New York, Chicago

* SMM's 1983 Canadian Survey of Buying Power

MANITOBA

Man.
S&MM ESTIMATES

POPULATION 12/31/82 — RETAIL SALES BY STORE GROUP—1982 — SALES/ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		16.4	.0661	5.9	.0668	36,207	.0336	9,282	6,636	7,899	161	548	4,400	3,202	470	1,409	51	.0484	73
Division 2		38.6	.1557	11.4	.1292	147,381	.1368	23,908	11,441	18,207	5,359	3,478	58,296	7,484	1,545	4,799	88	.1334	86
Division 3		37.4	.1509	12.1	.1371	152,020	.1411	30,483	7,955	31,985	7,270	5,422	40,999	8,255	2,812	6,341	94	.1395	92
Division 4		11.7	.0472	3.9	.0442	19,746	.0183	6,328	1,662	2,651	614	1,525	3,507	1,329	247	795	39	.0311	66
Division 5		17.0	.0685	6.2	.0703	49,805	.0463	9,701	2,118	5,135	2,231	2,292	17,035	2,148	625	2,301	68	.0542	79
Division 6		10.8	.0436	3.8	.0430	25,137	.0233	7,065	2,423	3,917	1,304	1,051	4,334	2,028	272	1,122	53	.0387	89
Division 7		55.0	.2219	20.7	.2346	338,709	.3143	66,002	28,997	75,079	17,000	12,799	74,987	19,477	2,810	8,485	142	.2732	123
Brandon		36.5	.1472	13.6	.1541	263,262	.2443	49,164	17,947	59,266	15,380	10,231	63,209	9,081	1,495	7,938	166	.1822	124
Division 8		15.0	.0605	4.7	.0533	29,256	.0272	6,359	3,557	5,417	674	1,193	6,977	2,338	353	417	45	.0375	62
Division 9		23.4	.0944	7.8	.0884	108,513	.1007	24,767	13,841	16,226	5,191	3,828	22,070	6,723	805	3,322	107	.0956	101
Division 10		7.6	.0306	2.1	.0238	13,485	.0125	1,642	2,093	2,881	0	377	3,318	1,059	105	365	41	.0244	80
Division 11	537	575.2	2.3202	225.2	2.5518	2,684,981	2.4919	692,982	253,884	533,648	106,685	79,781	466,435	133,487	4,146	75,679	107	2.3064	99
▲Winnipeg		575.2	2.3202	225.2	2.5519	2,684,981	2.4919	692,982	253,884	533,648	106,685	79,781	466,435	133,487	4,146	75,679	107	2.3064	99
Division 12		15.0	.0605	5.0	.0567	43,180	.0401	10,711	10,124	1,235	725	2,341	7,983	2,362	651	2,791	66	.0388	64
Division 13		31.0	.1251	10.1	.1144	101,101	.0938	35,747	4,731	4,953	6,152	4,564	14,795	8,534	1,397	8,138	75	.1056	84
Division 14		13.7	.0552	4.3	.0488	31,194	.0290	12,391	2,861	3,760	179	576	863	3,300	960	4,994	53	.0524	95
Division 15		25.3	.1021	9.6	.1087	97,578	.0905	19,519	5,907	21,429	5,123	2,135	22,794	7,059	1,950	5,554	89	.0765	75
Division 16		11.6	.0468	4.2	.0476	19,701	.0183	5,432	1,287	3,499	1,057	813	4,063	1,126	228	677	39	.0343	73
Division 17		27.5	.1109	10.1	.1145	99,263	.0921	23,327	6,231	21,796	3,945	3,644	22,723	6,617	535	2,361	83	.0801	72
Division 18		21.7	.0875	7.5	.0850	41,513	.0386	10,613	2,968	9,985	705	1,063	6,928	3,129	1,610	1,891	44	.0641	76
Division 19		12.9	.0521	2.9	.0328	18,816	.0174	4,140	2,359	6,243	273	328	2,703	1,051	325	319	33	.0247	47
Division 20		12.5	.0504	4.7	.0533	31,037	.0288	5,200	2,167	10,216	1,246	728	5,628	2,531	382	1,274	57	.0326	65
Division 21		24.7	.0996	7.9	.0895	90,257	.0838	17,396	6,466	23,456	5,600	3,460	13,649	3,775	926	3,847	84	.1096	110
Division 22		26.7	.1077	6.6	.0748	66,135	.0614	19,129	5,296	14,362	1,380	1,088	11,736	3,301	415	2,536	57	.0832	77
Division 23		9.7	.0391	2.7	.0306	17,937	.0166	3,117	2,170	9,479	291	221	1,228	404	56	291	42	.0354	91
Province Totals		1,040.4	4.1966	379.4	4.2992	4,262,952	3.9564	1,045,241	387,174	833,458	173,165	133,246	817,451	230,719	23,625	139,708	94	3.9217	93

Man.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1982

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		114,018	.0502	6,952	19,325	4.8	2.4	1.7	14.5	76.6
Division 2		278,673	.1225	7,220	24,445	6.1	5.8	5.8	18.7	63.6
Division 3		305,235	.1342	8,161	25,226	9.1	4.8	8.6	16.3	61.2
Division 4		72,998	.0321	6,239	18,717	6.3	7.4	8.5	9.0	68.8
Division 5		120,920	.0531	7,113	19,503	9.9	12.3	13.8	8.8	55.2
Division 6		105,051	.0462	9,727	27,645	4.1	11.0	9.4	32.3	43.2
Division 7		611,537	.2688	11,119	29,543	5.4	9.7	13.0	17.3	54.6
Brandon		361,280	.1588	9,898	26,565	4.5	9.7	11.8	18.8	55.2
Division 8		79,013	.0348	5,268	16,811	33.7	7.3	9.6	18.3	31.1
Division 9		211,137	.0928	9,023	27,069	4.3	6.5	8.8	29.4	51.0
Division 10		66,229	.0291	8,714	31,538	3.6	3.9	2.2	30.9	59.4
Division 11	537	4,980,769	2.1897	8,659	22,117	4.7	5.4	4.9	31.2	53.8
▲Winnipeg		4,980,769	2.1897	8,659	22,117	4.7	5.4	4.9	31.2	53.8
Division 12		66,698	.0293	4,447	13,340	8.7	3.9	4.9	25.8	56.7
Division 13		238,481	.1048	7,693	23,612	6.4	5.4	3.5	38.0	46.7
Division 14		148,616	.0654	10,848	34,562	6.8	7.2	6.3	14.6	65.1
Division 15		131,658	.0578	5,204	13,714	12.3	11.7	8.4	27.9	39.7
Division 16		88,114	.0388	7,596	20,980	16.8	16.0	13.2	14.2	39.8
Division 17		138,313	.0608	5,030	13,694	4.2	23.1	9.8	30.7	32.2
Division 18		168,415	.0740	7,761	22,455	8.6	4.7	5.4	26.6	54.7
Division 19		40,916	.0180	3,172	14,109	4.0	7.1	2.3	8.0	78.6
Division 20		63,336	.0279	5,067	13,476	8.7	17.2	9.1	20.9	44.1
Division 21		293,267	.1289	11,873	37,122	1.7	3.4	3.6	7.2	84.1
Division 22		196,858	.0865	7,373	29,827	.7	1.1	1.3	5.9	91.0
Division 23		102,778	.0452	10,596	38,066	1.6	4.0	3.7	13.1	77.6
Province Totals		8,623,030	3.7909	8,288	22,728	5.8	6.6	6.0	26.7	54.9

ONTARIO

Ont.
S&MM ESTIMATES

POPULATION 12/31/82 — RETAIL SALES BY STORE GROUP—1982 — SALES/ADVERTISING INDEXES

County / City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Algoma Terr. Dist.	527	141.2	.5695	47.7	.5405	594,884	.5521	164,676	56,927	90,118	26,181	20,337	74,183	46,333	4,187	18,153	97	.5393	95
△Sault Ste. Marie		86.1	.3473	28.6	.3241	450,221	.4178	124,025	36,400	72,249	22,185	17,508	62,111	28,084	2,531	13,261	120	.3771	109
Brant	501	105.5	.4256	37.5	.4249	379,924	.3526	100,298	29,622	48,196	22,695	19,929	65,682	28,958	1,784	10,763	83	.3945	93
△Brantford		78.1	.3150	27.9	.3162	298,180	.2767	86,313	23,420	31,926	19,829	13,788	54,640	18,387	1,302	8,317	88	.2937	93
Bruce		61.1	.2464	21.7	.2459	340,105	.3157	87,403	32,759	25,830	14,474	16,051	58,557	33,035	6,821	14,425	128	.2963	120
Cochrane Terr. Dist.		99.0	.3994	32.8	.3717	301,174	.2795	84,203	26,088	39,315	16,857	10,900	50,881	20,451	3,629	9,749	70	.3047	76
Timmins		47.3	.1908	15.7	.1779	142,626	.1324	46,372	12,655	15,742	9,966	6,175	21,181	6,910	1,424	4,679	69	.1359	71
Dufferin		32.5	.1311	10.5	.1190	90,308	.0838	26,960	7,029	5,064	4,283	3,203	18,590	10,344	823	3,351	64	.0884	67
Dundas		19.2	.0774	6.6	.0748	47,560	.0442	10,454	4,245	2,720	1,348	1,136	13,682	8,203	250	1,075	57	.0641	83
Durham Reg. Mun.	516	294.3	1.1871	97.2	1.1014	1,538,384	1.4277	385,855	117,341	245,528	53,042	35,822	263,932	131,195	23,746	45,656	120	1.5090	127
Ajax		32.9	.1327	10.6	.1201	118,828	.1103	43,175	8,571	14,791	4,775	3,702	16,713	8,103	649	4,236	83	.1365	103
Newcastle		27.9	.1125	9.2	.1043	146,811	.1363	42,194	16,770	7,168	3,838	4,543	31,319	14,327	803	4,855	121	.1265	112
△Oshawa		120.9	.4877	41.5	.4703	708,921	.6579	179,191	51,749	143,360	35,393	19,522	118,839	31,125	13,555	19,785	135	.5671	116
Pickering		40.2	.1622	11.7	.1326	55,352	.0514	19,233	7,424	2,041	748	1,979	7,123	3,093	135	3,326	32	.1399	86
Whitby		38.3	.1545	12.6	.1428	347,496	.3225	80,061	18,407	65,754	6,948	4,869	75,259	39,481	3,224	7,860	209	.2078	134

Ont. (cont.) [illegible] ESTIMATES		POPULATION 12/31/82						RETAIL SALES BY STORE GROUP—1982									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Elgin		69.1	.2788	23.9	.2708	256,587	.2382	63,250	20,297	17,124	10,835	9,024	68,362	27,922	1,809	6,599	85	.2619	94
St. Thomas		28.3	.1142	10.3	.1167	140,730	.1306	37,604	10,193	11,940	7,824	4,909	35,744	8,892	773	4,319	114	.1266	111
Essex	.536	310.0	1.2504	111.1	1.2590	1,489,077	1.3819	374,845	152,617	189,872	80,102	68,128	268,606	110,287	7,480	56,347	111	1.3047	104
▲Windsor		192.6	.7769	70.0	.7932	1,201,574	1.1152	304,570	128,512	177,142	71,151	56,280	201,673	84,612	3,904	44,493	144	.8930	115
Frontenac	.510	109.5	.4417	40.9	.4634	620,501	.5759	153,971	44,694	91,973	32,507	23,229	103,228	61,222	1,844	22,076	130	.5151	117
△Kingston		51.8	.2089	21.8	.2470	360,933	.3350	90,988	38,947	41,314	29,876	16,935	50,304	24,744	1,302	14,507	160	.2893	138
Glengarry		20.0	.0807	6.6	.0748	60,093	[illegible]	14,339	7,451	2,648	2,530	1,204	14,618	7,292	740	678	69	.0800	99
Grenville		26.9	.1085	9.4	.1065	73,627	.0683	19,294	6,993	6,221	2,770	3,726	13,428	9,301	823	2,354	63	.0770	71
Grey		75.3	.3037	27.6	.3128	373,574	.3486	91,927	26,519	40,968	18,150	17,421	78,325	36,745	5,576	15,282	115	.3093	102
Haldimand-Norfolk Reg. Mun.		90.4	.3647	31.6	.3581	446,545	.4144	115,324	35,310	27,594	19,599	17,453	117,361	36,523	5,113	14,293	114	.3837	105
Haliburton		11.4	.0460	4.5	.0510	71,284	.0661	17,011	932	10,132	2,018	1,910	12,230	10,203	299	3,665	144	.0583	127
Halton Reg. Mun.	.532	259.6	1.0471	86.6	.9813	1,376,757	1.2778	332,642	117,592	126,559	[illegible]	42,032	333,868	118,005	7,295	67,453	122	1.3802	132
Burlington		116.2	.4687	39.7	.4499	676,260	.6276	174,238	50,438	87,866	36,270	17,402	150,968	53,697	2,931	32,032	134	.6354	136
Halton Hills		35.9	.1448	11.9	.1348	164,606	.1528	37,376	20,310	8,671	7,396	6,426	45,133	9,984	1,119	7,793	106	.1813	125
Milton		28.9	.1166	9.1	.1031	90,209	.0837	19,196	9,469	1,778	4,012	1,328	27,909	9,481	253	3,873	72	.1328	114
Oakville		78.8	.3179	26.0	.2946	445,633	.4136	101,632	37,375	28,244	18,787	16,876	109,857	44,843	2,992	23,755	130	.4308	136
Hamilton-Wentworth Reg. Mun.	.507	417.4	1.6837	154.9	1.7552	1,827,543	1.6961	505,133	155,923	295,691	79,580	72,111	258,710	144,890	9,116	67,372	101	1.6880	100
▲Hamilton		304.4	1.2279	116.4	1.3190	1,573,765	1.4606	393,126	132,530	278,357	73,309	66,831	239,423	120,334	7,108	54,573	119	1.2738	104
Stoney Creek		37.2	.1501	12.1	.1371	105,057	.0975	40,570	16,414	1,853	1,819	1,590	19,040	9,551	265	3,400	65	.1262	84
Hastings		109.0	.4397	39.5	.4476	464,836	.4314	111,588	33,985	51,406	20,278	15,256	108,336	40,385	2,634	15,889	98	.4113	94
Belleville		35.5	.1432	13.5	.1530	199,758	.1854	46,569	15,432	21,163	11,674	9,716	45,900	10,641	1,038	7,850	129	.1484	104
Huron		56.9	.2295	19.8	.2244	311,861	.2894	70,301	20,788	32,073	12,000	11,535	89,510	20,568	3,977	8,599	126	.2510	109
Kenora Terr. Dist.		61.5	.2481	20.3	.2300	213,403	.1981	35,828	14,564	30,461	6,509	4,224	26,129	20,223	1,646	4,731	80	.2365	95
Kent		106.9	.4312	38.2	.4329	488,207	.4531	119,100	39,653	49,728	23,867	23,834	97,395	48,488	2,866	27,531	105	.4531	105
Chatham		41.5	.1674	14.0	.1586	256,622	.2382	61,885	26,351	39,737	16,205	12,804	44,700	16,356	937	14,938	142	.1884	113
Lambton	.525	120.7	.5191	46.3	.5246	402,051	.3731	100,089	35,774	56,703	19,391	14,355	76,201	29,323	2,279	13,587	72	.4819	93
△Sarnia		52.7	.2126	20.3	.2300	236,094	.2191	58,871	17,088	34,522	13,236	11,125	52,630	11,323	882	6,137	103	.2267	107
Lanark		48.1	.1940	17.2	.1949	146,749	.1362	31,097	9,251	13,996	6,376	3,954	36,191	15,176	1,773	4,987	70	.1417	73
Leeds		53.7	.2166	19.8	.2244	176,778	.1641	36,292	16,527	17,658	5,840	5,709	35,668	20,208	1,674	6,579	76	.1764	81
Lennox & Addington		33.3	.1344	11.3	.1281	93,767	.0870	24,400	7,737	8,108	3,712	2,645	17,000	15,242	884	3,459	65	.1315	98
Manitoulin Terr. Dist.		11.0	.0443	3.8	.0430	52,790	.0490	8,306	2,245	10,939	564	1,384	10,411	6,100	1,124	2,534	111	.0405	91
Middlesex	[illegible]	322.4	1.3005	124.0	1.4051	1,846,847	1.7140	467,336	182,461	270,264	90,373	61,349	318,309	140,555	7,422	47,911	132	1.6416	126
▲London		259.8	1.0480	102.3	1.1592	1,662,779	1.5432	422,927	173,462	252,756	86,771	55,310	278,829	124,020	5,242	39,598	147	1.3863	132
Muskoka Dist. Mun.		39.3	.1585	14.8	.1677	293,626	.2725	82,533	29,983	22,445	10,927	7,763	44,191	36,525	3,080	11,255	172	.3076	131
Niagara Reg. Mun.	.522	369.2	1.4893	134.0	1.5185	1,426,271	1.3237	375,865	155,562	167,540	74,209	50,775	246,260	108,756	6,387	48,097	89	1.4412	97
Fort Erie		24.6	.0992	10.7	.1212	77,410	.0718	21,272	14,721	3,511	2,172	3,168	12,270	5,365	432	3,681	72	.0958	97
▲Niagara Falls		71.8	.2896	25.4	.2878	316,740	.2940	81,305	55,711	27,697	13,080	10,869	47,321	22,460	1,109	14,221	102	.2713	94
Port Colborne		19.4	.0783	7.2	.0816	85,585	.0794	29,428	6,902	7,862	4,119	2,670	14,475	6,399	376	3,122	101	.0765	98
▲St. Catharines		125.6	.5066	46.1	.5224	603,928	.5605	158,248	43,087	107,494	41,549	20,397	101,884	43,648	2,366	11,979	111	.5296	105
Welland		46.6	.1880	16.2	.1836	212,247	.1970	56,580	15,353	15,004	11,277	9,508	45,530	20,258	331	8,032	105	.1698	90
Nipissing Terr. Dist.	.515	80.0	.3227	27.6	.3127	379,019	.3518	93,289	39,962	52,308	16,376	12,609	68,552	36,584	2,278	9,455	109	.3129	97
△North Bay		51.0	.2057	16.9	.1915	274,305	.2546	69,132	25,042	43,126	11,730	10,154	49,012	23,797	1,669	6,771	124	.2036	99
Northumberland		66.2	.2670	23.6	.2674	324,831	.3015	85,241	28,623	26,018	12,145	12,236	52,997	49,878	3,178	7,111	113	.3157	118
Ottawa-Carleton Reg. Mun.	.517	559.0	2.2549	217.2	2.4613	2,663,124	2.4716	662,124	270,195	468,028	131,436	88,357	393,373	155,159	17,537	80,874	110	2.8159	125
▲Ottawa		298.4	1.2037	125.9	1.4266	2,119,681	1.9672	481,861	232,588	380,759	126,760	74,966	333,312	90,891	7,154	60,182	163	1.5148	126
Oxford		87.0	.3509	30.0	.3399	400,468	.3717	91,208	30,305	37,467	16,619	17,138	107,714	40,740	3,183	9,745	106	.3634	103
Woodstock		26.3	.1061	9.3	.1054	193,426	.1795	51,292	13,218	22,483	9,592	6,932	47,590	14,635	1,164	5,229	169	.1401	132
Perry Sound Terr. Dist.		34.1	.1375	12.5	.1417	136,096	.1263	33,902	9,780	8,714	2,999	3,368	37,246	21,425	1,772	3,214	92	.1096	80
Peel Reg. Mun.	.532	517.8	2.0887	163.3	1.8504	2,144,643	1.9904	590,440	225,088	135,953	73,141	71,758	439,319	231,838	11,386	97,755	95	2.2222	106
Brampton		161.6	.6518	49.0	.5552	707,506	.6566	197,223	46,449	52,722	28,813	22,045	155,725	82,743	3,499	32,868	101	.7137	109
Caledon		30.8	.1242	9.0	.1020	99,892	.0927	31,949	8,433	5,290	2,207	2,432	18,360	9,359	353	6,284	75	.1115	90
Mississauga		325.4	1.3126	105.3	1.1932	1,337,244	1.2411	361,267	170,207	77,941	42,121	47,281	265,234	139,735	7,534	58,603	95	1.3970	106
Perth		67.3	.2715	23.8	.2697	256,457	.2380	77,842	22,461	30,191	15,007	11,005	12,891	32,952	2,094	8,708	88	.2428	89
Stratford		27.2	.1097	10.2	.1156	159,842	.1483	50,100	14,380	23,593	9,053	5,738	6,714	16,486	967	5,875	135	.1223	111
Peterborough	.518	103.6	.4179	38.6	.4374	604,402	.5609	154,452	52,291	83,443	27,856	24,546	104,407	46,889	2,828	16,888	134	.4809	115
△Peterborough		61.0	.2461	23.0	.2606	483,761	.4490	130,010	31,027	77,588	26,735	20,891	82,827	24,989	2,545	13,734	182	.3283	133
Prescott		30.4	.1226	10.1	.1144	119,793	.1112	27,677	13,686	13,858	8,183	4,276	20,430	12,188	1,440	1,610	91	.1177	96

Kitchener – Waterloo – Cambridge
Canada's 2nd largest high-tech centre

1st IN RETAIL SALES PER HOUSEHOLD

1st IN HOUSEHOLD EFFECTIVE BUYING INCOME

AMONG CANADA'S TOP 10 METRO AREAS*

. . . and 9 out of 10 newspaper households read the Kitchener-Waterloo Record!**

*S&MM 1982 Survey of Buying Power (Part II) **NADBank

Represented nationally by:
Bardal Gosbee & Associates
32 Front St. W., Toronto, Ont. M5J 1C5
Telephone (416) 363-4004

Florida/Caribbean travel representatives:
Publishers Representatives of Canada
1628 San Marco Blvd., Jacksonville, Fla. 32207
Telephone (904) 398-5813

KITCHENER-WATERLOO
Record

225 Fairway Rd., Kitchener, Ont. Canada N2G 4E5
Telephone (519) 894-2231

Ont. (cont.)

ESTIMATES

County City	Metro Area Code	POPULATION 12/31/82 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	RETAIL SALES BY STORE GROUP—1982 Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Prince Edward		**22.5**	**.0908**	**8.0**	**.0907**	**79,739**	**.0740**	**23,220**	**4,604**	**4,796**	**2,726**	**1,708**	**21,432**	**8,928**	**738**	**1,829**	**81**	**.0823**	**91**
Rainy River Terr. Dist.		**23.1**	**.0931**	**8.2**	**.0929**	**79,465**	**.0738**	**22,219**	**6,378**	**6,657**	**3,818**	**3,170**	**15,001**	**6,873**	**516**	**2,630**	**79**	**.0972**	**104**
Renfrew		**88.3**	**.3562**	**30.4**	**.3445**	**471,557**	**.4376**	**125,419**	**20,554**	**44,288**	**23,897**	**14,262**	**111,973**	**47,121**	**3,494**	**19,035**	**123**	**.3913**	**110**
Russell	**.517**	**23.2**	**.0936**	**7.1**	**.0804**	**81,435**	**.0756**	**18,494**	**6,796**	**12,266**	**1,972**	**4,274**	**23,681**	**5,060**	**352**	**771**	**81**	**.0724**	**77**
Simcoe		**229.8**	**.9269**	**79.3**	**.8986**	**1,198,264**	**1.1121**	**293,323**	**117,282**	**129,325**	**40,072**	**43,318**	**237,302**	**110,050**	**14,354**	**43,361**	**120**	**1.0134**	**109**
Barrie		39.8	.1605	13.6	.1541	387,504	.3596	87,548	25,877	45,753	13,864	14,792	103,607	26,630	2,619	12,710	224	.2320	145
Orillia		24.6	.0992	8.7	.0986	203,683	.1890	55,367	17,728	29,599	8,615	8,[illegible]46	35,507	14,431	1,560	8,122	191	.1315	133
Stormont		**62.8**	**.2534**	**22.4**	**.2539**	**308,209**	**.2860**	**80,348**	**26,670**	**38,254**	**14,773**	**12,865**	**51,704**	**26,516**	**744**	**9,972**	**113**	**.2459**	**97**
Cornwall		46.5	.1876	15.9	.1802	280,051	.2599	72,098	23,566	36,493	14,651	11,639	47,216	21,748	574	9,427	139	.1950	104
Sudbury Reg. *Mun.*	**.529**	**159.5**	**.6433**	**53.9**	**.6107**	**665,477**	**.6177**	**191,427**	**58,688**	**75,172**	**36,447**	**23,895**	**119,071**	**50,438**	**3,384**	**16,819**	**96**	**.5994**	**93**
▲Sudbury		91.2	.3679	32.5	.3683	550,932	.5113	158,206	43,786	71,660	33,047	19,237	99,642	35,671	2,353	12,991	139	.4057	110
Sudbury Terr. Dist.		**26.7**	.1077	**8.8**	**.0998**	**65,259**	**.0605**	21,370	**4,845**	**9,504**	**1,643**	**901**	**4,854**	**10,788**	**728**	**1,929**	**56**	**.0722**	**67**
Thunder Bay Terr. Dist.	**.531**	**155.2**	**.6261**	**55.0**	**.6232**	**714,827**	**.6634**	**190,136**	**60,077**	**113,209**	**24,931**	**17,411**	**113,042**	**62,932**	**2,818**	**29,608**	**106**	**.6381**	**102**
▲Thunder Bay		112.9	.4554	40.9	.4635	574,849	.5335	164,810	40,163	91,620	22,342	14,309	92,477	39,643	2,372	26,543	117	.4972	109
Timiskaming Terr. Dist.		**41.5**	.1674	**14.9**	.1688	**163,059**	.1514	**50,763**	**14,031**	**12,585**	**8,961**	**4,637**	**29,004**	**16,432**	**1,676**	**5,245**	**90**	.1373	**82**
Toronto *Met. Mun.*	**.532**	**2,132.0**	**8.5999**	**810.1**	**9.1797**	**9,280,915**	**8.6135**	**2,302,344**	**1,126,062**	**1,268,405**	**532,780**	**327,116**	**1,611,213**	**610,118**	**37,875**	**371,970**	**100**	**9.0139**	**105**
▲Toronto		592.6	2.3904	242.6	2.7490	3,767,843	3.4969	849,332	605,697	645,165	275,774	157,428	502,288	146,483	15,515	129,304	146	2.9529	124
Victoria		**49.2**	.1984	**18.3**	**.2074**	**302,469**	**.2807**	**87,280**	**23,714**	**19,643**	**10,873**	**13,431**	**55,349**	**26,832**	**3,894**	**10,313**	**141**	**.2357**	**119**
Waterloo Reg. *Mun.*	**.511**	**313.8**	**1.2658**	**112.2**	**1.2714**	**1,754,449**	**1.6283**	**388,032**	**146,675**	**277,606**	**87,954**	**68,331**	**375,983**	**148,081**	**7,697**	**41,902**	**129**	**1.5544**	**123**
△Cambridge		79.1	.3191	26.8	.3037	385,185	.3575	99,736	40,653	21,609	16,667	14,573	94,254	29,819	1,711	11,592	112	.3579	112
▲Kitchener		144.6	.5833	53.2	.6028	915,458	.8496	172,046	67,164	193,358	58,171	38,729	19[illegible],536	69,228	2,018	22,412	146	.7670	131
Waterloo		49.3	.1989	19.6	.2221	282,685	.2624	80,844	25,288	41,316	10,316	8,715	52,346	18,788	1,586	6,901	132	.2796	141
Wellington	**.505**	**133.2**	**.5373**	**46.9**	**.5315**	**576,386**	**.5349**	**139,767**	**46,691**	**66,647**	**29,110**	**21,699**	**117,123**	**63,101**	**3,168**	**25,678**	**100**	**.5499**	**102**
△Guelph		74.9	.3021	27.0	.3060	418,455	.3884	114,449	29,741	53,003	25,390	16,215	82,977	31,250	959	18,097	129	.3475	115
York Reg. *Mun.*	**.532**	**275.6**	**1.1117**	**86.1**	**.9756**	**1,154,530**	**1.0715**	**275,390**	**73,212**	**49,102**	**31,894**	**37,312**	**350,744**	**129,445**	**5,879**	**58,282**	**96**	**1.1013**	**99**
Markham		79.6	.3211	23.1	.2618	244,476	.2269	88,262	10,313	12,576	8,663	9,011	55,848	26,368	1,590	10,929	71	.3216	100
Newmarket		31.0	.1250	9.5	.1076	125,709	.1167	42,375	5,009	12,724	6,546	4,760	23,464	11,320	646	6,101	93	.1184	95
Richmond Hill		41.2	.1662	13.7	.1552	226,447	.2102	54,346	9,740	5,612	7,271	10,043	66,371	31,271	1,775	11,347	126	.1845	111
Province Totals		**8,764.2**	**35.3523**	**3,148.4**	**35.6763**	**39,731,895**	**36.8747**	**10,036,027**	**3,819,639**	**6,980,403**	**1,882,994**	**1,406,012**	**7,383,449**	**3,293,823**	**250,094**	**1,429,154**	**104**	**37.6536**	**107**

Ont.

ESTIMATES

EFFECTIVE BUYING INCOME—1982

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Algoma Terr. Dist.	**.527**	**1,182,024**	**.5196**	**8,371**	**24,780**	**2.7**	**1.5**	**1.2**	**5.3**	**89.3**
△*Sault Ste. Marie*		829,105	.3645	9,630	28,990	.9	1.5	.7	6.8	90.1
Brant	**.501**	**925,774**	**.4070**	**8,775**	**24,687**	**3.9**	**4.9**	**4.0**	**22.5**	**64.7**
△Brantford		671,867	.2954	8,603	24,081	3.8	3.3	2.3	17.6	73.0
Bruce		**693,373**	**.3048**	**11,348**	**31,953**	**9.0**	**8.5**	**8.4**	**17.6**	**56.5**
Cochrane Terr. Dist.		**641,247**	**.2819**	**6,477**	**19,550**	**4.6**	**3.2**	**2.4**	**9.3**	**80.5**
Timmins		264,024	.1161	5,582	16,817	5.6	4.1	1.7	16.3	72.3
Dufferin		**168,469**	**.0741**	**5,184**	**16,045**	**2.5**	**3.2**	**3.4**	**8.6**	**82.3**
Dundas		**160,921**	**.0707**	**8,381**	**24,382**	**1.2**	**3.1**	**2.7**	**10.7**	**82.3**
Durham Reg. *Mun.*	**.516**	**3,836,581**	**1.6867**	**13,036**	**39,471**	**2.1**	**2.0**	**1.7**	**13.5**	**80.7**
Ajax		349,916	.1538	10,636	33,011	1.0	.6	.5	6.8	91.1
Newcastle		287,143	.1262	10,292	31,211	2.4	1.3	1.7	28.4	66.2
△Oshawa		1,238,443	.5444	10,244	29,842	3.4	3.0	3.0	16.2	74.4
Pickering		418,760	.1841	10,417	35,791	1.1	.7	.6	6.7	90.9
Whitby		364,803	.1604	9,525	28,953	1.2	2.5	1.2	13.2	81.9
Elgin		**612,577**	**.2693**	**8,865**	**25,631**	**5.1**	**4.2**	**4.0**	**19.7**	**67.0**
St. Thomas		293,599	.1291	10,375	28,505	3.6	4.9	6.7	17.0	67.8
Essex	**.536**	**2,911,398**	**1.2799**	**9,392**	**26,205**	**4.4**	**3.8**	**2.8**	**8.9**	**80.1**
▲Windsor		1,833,630	.8061	9,520	26,195	4.3	2.7	2.9	12.8	77.3
Frontenac	**.510**	**1,156,181**	**.5083**	**10,559**	**28,268**	**4.7**	**6.1**	**5.7**	**18.6**	**64.9**
△Kingston		668,736	.2940	12,910	30,676	4.7	7.6	7.1	25.3	55.3
Glengarry		**213,754**	**.0940**	**10,685**	**32,387**	**8.0**	**6.2**	**5.8**	**16.7**	**63.3**
Grenville		**158,101**	**.0695**	**5,577**	**16,819**	**2.0**	**1.4**	**1.1**	**24.3**	**71.2**
Grey		**655,847**	**.2883**	**8,710**	**23,763**	**9.8**	**7.0**	**7.2**	**30.1**	**45.9**
Haldimand-Norfolk Reg. *Mun.*		**847,912**	**.3727**	**9,380**	**26,833**	**6.1**	**8.0**	**6.7**	**26.1**	**53.1**
Haliburton		**133,150**	**.0586**	**11,680**	**29,589**	**12.4**	**12.6**	**11.2**	**21.1**	**42.7**
Halton Reg. Mun.	**.532**	**3,582,419**	**1.5749**	**13,800**	**41,267**	**1.7**	**1.6**	**1.5**	**14.4**	**80.8**
Burlington		1,607,667	.7068	13,835	40,495	1.3	1.2	1.1	12.7	83.7
Halton Hills		484,597	.2130	13,499	40,722	1.6	1.5	1.9	14.0	81.0
Milton		383,895	.1688	13,284	42,186	2.1	1.8	2.2	13.3	80.6
Oakville		1,106,260	.4863	14,039	42,548	2.1	2.2	1.9	17.5	76.3
Hamilton-Wentworth Reg. *Mun.*	**.507**	**3,832,250**	**1.6848**	**9,181**	**24,741**	**5.0**	**3.1**	**2.5**	**17.1**	**72.3**
▲Hamilton		2,684,284	1.1801	8,818	23,061	6.0	3.6	2.8	18.5	69.1
Stoney Creek		304,557	.1339	8,187	25,170	2.6	2.5	2.3	18.0	74.6
Hastings		**882,343**	**.3879**	**8,095**	**22,338**	**4.7**	**5.4**	**6.2**	**18.8**	**64.9**
Belleville		291,735	.1283	8,218	21,610	5.2	4.3	2.9	27.0	60.6
Huron		**538,056**	**.2365**	**9,456**	**27,175**	**11.3**	**11.8**	**6.2**	**28.0**	**42.7**
Kenora Terr. Dist.		**579,683**	**.2549**	**9,426**	**28,556**	**7.3**	**3.3**	**1.4**	**11.1**	**76.9**
Kent		**1,050,620**	**.4618**	**9,828**	**27,503**	**5.2**	**5.1**	**3.9**	**19.3**	**66.5**
Chatham		379,869	.1670	9,153	27,134	4.9	4.2	3.6	31.5	55.8
Lambton	**.525**	**1,211,082**	**.5325**	**9,410**	**26,157**	**3.7**	**3.0**	**2.3**	**8.3**	**82.7**
△Sarnia		538,721	.2368	10,222	26,538	3.2	2.3	2.8	8.9	82.8
Lanark		**281,869**	.1239	**5,860**	**16,388**	**5.1**	**6.1**	**5.2**	**21.3**	**62.3**
Leeds		**381,783**	.1678	7,110	**19,282**	**2.8**	**4.6**	**5.2**	**31.8**	**55.6**
Lennox & Addington		**357,220**	.1571	**10,727**	**31,612**	**2.7**	**6.5**	**5.6**	**27.6**	**57.6**
Manitoulin Terr. Dist.		**76,676**	**.0337**	**6,971**	**20,178**	**21.1**	**11.0**	**11.8**	**35.7**	**20.4**
Middlesex	**.512**	**3,945,858**	**1.7347**	**12,239**	**31,821**	**4.5**	**4.5**	**4.1**	**27.3**	**59.6**
▲London		3,247,070	1.4275	12,498	31,741	4.2	4.1	2.8	31.4	57.5
Muskoka Dist. Mun.		**427,853**	.1880	**10,887**	**28,909**	**8.7**	**3.7**	**4.8**	**27.5**	**55.3**
Niagara Reg. Mun.	**.522**	**3,395,380**	**1.4927**	**9,197**	**25,329**	**4.5**	**3.8**	**3.0**	**17.4**	**71.3**
Fort Erie		247,599	.1089	10,065	23,140	4.9	1.0	.3	9.0	84.8
▲Niagara Falls		569,344	.2503	7,930	22,415	4.4	3.0	2.3	16.9	73.4
Port Colborne		168,172	.0739	8,669	23,357	2.9	3.2	2.9	10.8	80.2
▲St. Catharines		1,183,356	.5202	9,422	25,669	4.8	6.1	5.0	14.0	70.1
Welland		332,758	.1463	7,141	20,541	5.3	2.2	1.5	6.4	84.6
Nipissing Terr. Dist.	**.515**	**649,636**	**.2856**	**8,120**	**23,538**	**6.1**	**5.1**	**4.2**	**19.9**	**64.7**
△North Bay		391,556	.1721	7,678	23,169	8.6	7.2	5.7	22.0	56.5
Northumberland		**781,987**	**.3438**	**11,812**	**33,135**	**6.8**	**4.0**	**3.4**	**21.6**	**64.2**
Ottawa-Carleton Reg. Mun.	**.517**	**7,385,427**	**3.2468**	**13,212**	**34,003**	**3.1**	**4.2**	**3.8**	**20.4**	**68.5**
▲Ottawa		3,111,385	1.3678	10,427	24,713	4.1	3.2	3.7	29.0	60.0
Oxford		**822,274**	**.3615**	**9,453**	**27,412**	**4.5**	**4.6**	**4.3**	**24.9**	**61.7**
Woodstock		296,027	.1301	11,256	31,831	.8	2.3	1.5	40.1	55.3
Perry Sound Terr. Dist.		**201,333**	**.0885**	**5,904**	**16,107**	**9.8**	**6.8**	**6.3**	**48.5**	**28.6**
Peel Reg. *Mun.*	**.532**	**5,492,504**	**2.4147**	**10,607**	**33,634**	**1.3**	**2.1**	**2.2**	**17.4**	**77.0**
Brampton		1,757,479	.7726	10,875	35,867	1.4	2.1	2.6	13.7	80.2
Caledon		267,680	.1177	8,691	29,742	1.1	1.7	.8	31.2	65.2
Mississauga		3,467,345	1.5243	10,656	32,928	1.3	2.1	2.2	17.9	76.5
Perth		**532,712**	**.2342**	**7,915**	**22,383**	**7.6**	**8.1**	**8.1**	**29.3**	**46.9**
Stratford		254,082	.1117	9,341	24,910	3.8	4.0	3.4	33.3	55.5
Peterborough	**.518**	**1,041,483**	**.4578**	**10,053**	**26,981**	**6.9**	**6.0**	**4.4**	**23.9**	**58.8**
△Peterborough		656,949	.2888	10,770	28,563	4.7	6.7	4.1	12.2	72.3
Prescott		**272,060**	.1196	**8,949**	**26,937**	**5.8**	**2.7**	**2.2**	**40.4**	**48.9**
Prince Edward		**191,315**	**.0841**	**8,503**	**23,914**	**5.6**	**8.3**	**2.4**	**22.3**	**61.4**
Rainy River Terr. Dist.		**256,391**	.1128	**11,099**	**31,267**	**3.6**	**1.8**	**1.2**	**11.1**	**82.3**
Renfrew		**859,185**	**.3777**	**9,730**	**28,263**	**7.3**	**5.9**	**6.2**	**19.4**	**61.2**

Ont. (cont.)

ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
		Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Russell	.517	141,056	.0620	6,080	19,867	4.3	1.5	1.9	19.9	72.4
Simcoe		2,248,893	.9886	9,786	28,359	4.4	6.3	5.3	24.3	59.7
Barrie		418,401	.1839	10,513	30,765	5.7	6.6	7.8	24.6	55.3
Orillia		250,027	.1099	10,164	28,739	10.7	12.5	5.4	10.7	60.7
Stormont		497,719	.2189	7,925	22,220	8.1	5.4	3.8	32.4	50.3
Cornwall		361,530	.1589	7,775	22,738	8.1	4.9	3.7	34.3	49.0
Sudbury Reg. Mun.	.529	1,298,980	.5710	8,144	24,100	2.0	1.9	1.7	7.9	86.5
▲Sudbury		812,896	.3574	8,913	25,012	1.6	.9	.7	5.0	91.8
Sudbury Terr. Dist.		147,391	.0648	5,520	16,749	6.9	4.0	3.1	9.6	76.4
Thunder Bay Terr. Dist.	.531	1,427,842	.6277	9,200	25,961	3.4	2.1	2.0	10.0	82.5
▲Thunder Bay		1,119,396	.4921	9,915	27,369	2.5	2.1	1.7	7.3	86.4
Timiskaming Terr. Dist.		265,682	.1168	6,402	17,831	11.5	5.7	7.8	32.9	42.1
Toronto Met. Mun.	.532	21,427,380	9.4200	10,050	26,450	3.2	3.1	3.3	20.5	69.9
▲Toronto		6,486,153	2.8515	10,945	26,736	4.2	2.5	1.7	30.6	61.0
Victoria		508,319	.2234	10,332	27,777	8.4	5.7	4.2	25.0	56.7
Waterloo Reg. Mun.	.511	3,698,059	1.6258	11,785	32,960	3.0	4.5	4.5	25.3	62.7
△Cambridge		850,091	.3737	10,747	31,720	4.6	5.9	5.6	38.5	45.4
▲Kitchener		1,799,136	.7909	12,442	33,818	3.0	4.9	4.9	24.3	62.9
Waterloo		732,912	.3222	14,866	37,393	2.4	4.0	4.0	21.2	68.4
Wellington	.505	1,282,031	.5636	9,625	27,335	4.5	6.7	4.0	26.3	58.5
△Guelph		775,783	.3411	10,358	28,733	3.6	6.0	5.3	29.5	55.6
York Reg. Mun.	.532	2,536,305	1.1150	9,203	29,458	2.9	2.9	3.3	22.3	68.6
Markham		861,067	.3785	10,817	37,276	1.6	2.0	2.3	20.9	73.2
Newmarket		265,759	.1168	8,573	27,975	3.8	4.5	5.2	34.9	51.6
Richmond Hill		401,271	.1764	9,740	29,290	2.2	2.6	3.2	23.2	68.8
Province Totals		88,806,565	39.0413	10,133	28,207	4.0	3.9	3.5	19.6	69.0

QUEBEC

Que.

ESTIMATES

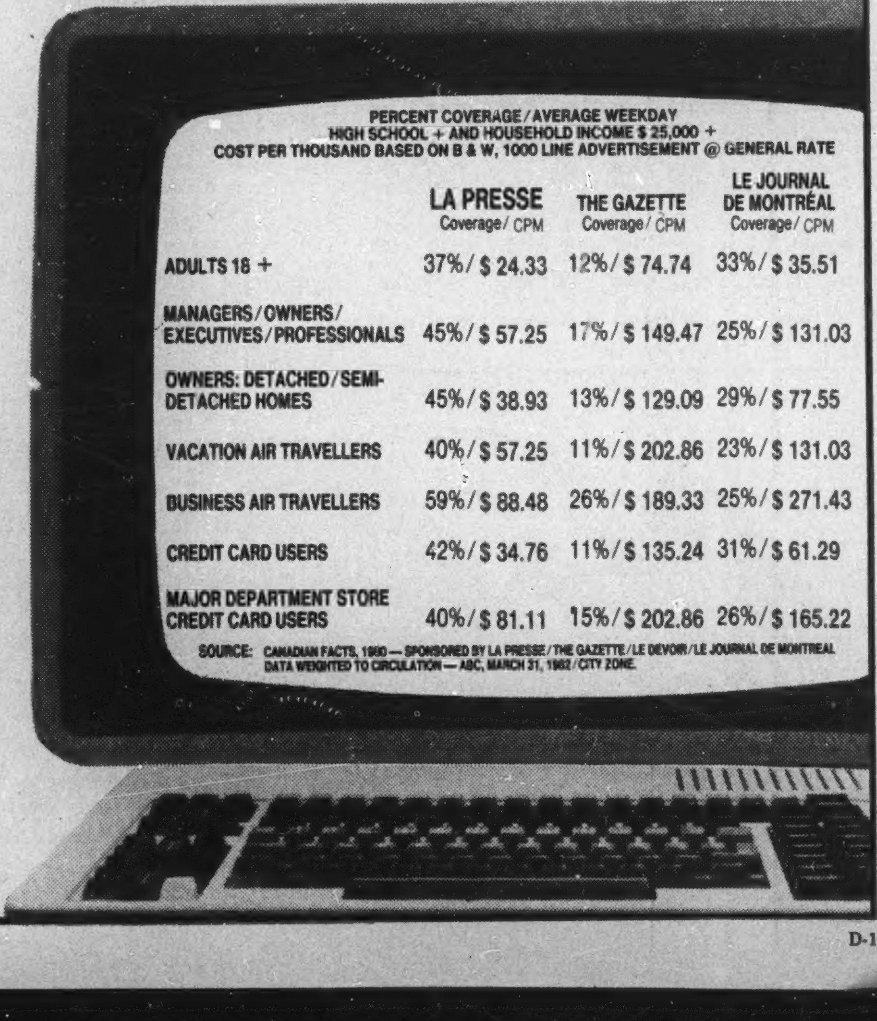
County City	Metro Area Code	POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
		Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Abitibi		95.8	.3864	31.1	.3524	287,752	.2671	80,153	16,319	36,575	15,983	10,773	62,135	32,529	5,241	4,629	69	.3008	78
Argenteuil		32.8	.1323	12.0	.1360	126,566	.1175	38,774	9,144	13,951	4,362	2,585	32,256	11,485	2,128	2,096	89	.1314	99
Arthabaska		60.7	.2449	20.0	.2266	154,640	.1435	40,688	6,850	13,101	10,080	6,507	44,891	15,231	766	2,562	59	.1666	68
Victoriaville		21.9	.0883	7.6	.0861	106,610	.0989	29,545	3,803	8,686	8,147	3,275	27,550	11,419	384	2,122	112	.0780	88
Bagot		27.7	.1117	8.8	.0998	66,696	.0619	18,976	3,538	2,908	1,616	4,052	9,854	8,942	685	834	55	.0700	63
Beauce		75.4	.3042	23.5	.2663	304,803	.2829	58,990	11,669	23,706	23,268	16,088	105,881	31,840	1,270	4,164	93	.2694	89
Beauharnois		54.2	.2186	19.4	.2198	186,746	.1733	54,914	17,610	16,736	14,927	6,518	39,687	15,902	1,103	5,389	79	.1755	80
Valleyfield		30.1	.1214	11.1	.1258	129,656	.1203	31,175	12,239	13,121	10,663	4,915	30,532	8,251	891	4,477	99	.1097	90
Bellechasse		24.1	.0972	7.4	.0838	43,813	.0406	13,962	2,505	5,004	1,082	1,883	6,769	7,862	1,160	0	42	.0627	65
Berthier		31.6	.1275	10.8	.1224	108,522	.1008	33,351	10,018	4,856	3,368	5,504	21,289	14,707	1,719	1,730	79	.1032	81
Bonaventure		40.1	.1617	12.1	.1371	184,222	.1710	52,427	8,750	26,008	8,165	3,646	32,185	24,709	4,389	1,427	106	.1309	81
Brome		17.7	.0714	6.2	.0703	38,191	.0355	12,815	4,750	3,485	587	326	5,663	6,437	292	781	50	.0535	75
Chambly	.514	311.6	1.2569	109.0	1.2351	1,263,219	1.1724	400,508	87,085	101,831	65,060	30,443	276,875	128,228	23,938	49,164	93	1.1969	95
Boucherville		29.2	.1178	9.1	.1031	89,840	.0834	30,619	6,377	484	3,710	2,674	22,399	9,809	1,099	4,481	71	.0992	84
Longueuil		126.9	.5119	47.2	.5349	582,534	.5406	190,378	41,485	68,429	34,555	16,581	111,410	44,652	6,392	19,962	106	.5258	103
St-Bruno-de-Montarville		19.1	.0770	5.9	.0669	52,186	.0484	22,920	3,965	429	2,752	1,083	9,764	4,254	429	2,676	63	.0725	94
St-Hubert		63.8	.2574	19.5	.2210	108,127	.1004	34,843	12,587	120	1,693	2,480	25,258	10,958	969	7,333	39	.1808	70
St-Lambert		19.0	.0766	7.8	.0884	96,575	.0896	32,127	5,524	639	9,206	1,746	25,824	8,758	658	6,514	117	.1040	136
Champlain	.533	122.3	.4934	42.7	.4039	408,954	.3795	145,661	31,793	17,833	20,319	17,496	71,488	49,671	7,041	10,335	77	.4206	85
Cap-de-la-Madeleine		32.4	.1307	11.1	.1258	95,857	.0890	39,213	10,631	2,283	4,026	6,136	7,100	11,620	2,104	3,004	68	.1000	77
Charlevoix-Est		17.9	.0722	5.4	.0612	85,851	.0797	23,561	4,373	6,338	5,525	4,342	19,523	10,207	1,318	993	110	.0645	89
Charlevoix-Ouest		14.4	.0580	4.2	.0476	57,223	.0531	18,014	3,028	2,756	2,072	2,601	12,242	6,752	881	3,022	92	.0484	83
Châteauguay	.514	60.9	.2457	19.5	.2209	258,568	.2400	92,998	19,301	27,854	9,428	4,792	44,476	28,176	4,010	6,934	98	.2181	99
Châteauguay		36.4	.1468	11.2	.1269	199,617	.1853	73,496	13,453	26,544	7,205	4,359	35,470	11,770	1,819	6,126	126	.1474	100
Chicoutimi	.503	178.5	.7200	55.4	.6278	527,738	.4897	160,664	31,707	57,939	39,061	24,007	99,293	48,844	2,001	12,637	68	.5633	78
▲Chicoutimi		59.3	.2392	18.5	.2096	197,132	.1830	52,568	10,793	16,522	19,046	6,792	42,026	10,171	1,553	4,245	77	.1908	80
▲Jonquière		60.9	.2457	19.3	.2187	211,149	.1960	78,708	13,007	16,424	15,09[illegible]	12,605	29,944	12,120	0	6,869	80	.2102	86
La Baie		21.8	.0879	6.5	.0737	51,215	.0475	15,616	3,093	4,609	3,118	3,195	6,193	2,025	383	1,281	54	.0564	64
Compton		20.5	.0827	6.7	.0759	46,058	.0428	19,871	4,440	3,415	616	1,649	4,446	7,015	692	248	52	.0569	69
Deux-Montagnes	.514	73.8	.2977	23.9	.2709	216,441	.2009	71,875	16,888	11,651	5,108	4,984	55,081	24,723	1,481	4,200	67	.2479	83
St-Eustache		31.2	.1259	9.8	.1110	117,307	.1089	34,052	5,587	11,101	4,348	2,028	30,861	10,127	593	2,827	86	.1088	86
Dorchester		34.2	.1380	10.4	.1178	86,499	.0802	25,237	3,511	10,485	2,307	4,242	18,710	13,047	1,248	201	58	.1086	79
Drummond		71.0	.2863	24.8	.2810	249,231	.2313	72,673	20,701	14,567	18,354	10,448	47,093	26,327	4,081	7,360	81	.2311	81
Drummondville		26.3	.1061	10.1	.1144	161.077	.1495	37,723	11,683	11,536	16,367	8,094	31,887	12,679	2,644	5,577	141	.1058	100
Frontenac		26.8	.1082	8.6	.0975	91,981	.0854	21,559	4,625	10,227	3,470	2,550	28,415	10,312	1,079	456	79	.0877	81
Gaspé-Est		41.2	.1661	11.8	.1337	137,847	.1279	38,416	6,428	19,769	5,982	4,524	31,596	15,334	1,292	1,637	77	.1384	83
Gaspé-Ouest		18.9	.0763	5.7	.0646	64,824	.0602	18,270	2,583	7,849	3,626	3,275	14,384	6,957	522	1,306	79	.0630	83
Gatineau	.517	54.2	.2186	17.5	.1983	99,529	.0924	29,476	10,573	6,503	2,121	2,822	18,454	17,607	371	1,108	42	.1391	64
Aylmer		28.1	.1133	7.7	.0873	30,012	.0279	9,398	3,578	1,892	639	682	3,730	1,244	249	321	25	.0885	78
Hull	.517	130.9	.5280	46.0	.5212	500,635	.4646	175,399	49,278	41,114	18,652	15,311	83,687	48,915	8,275	17,[illegible]59	88	.5338	101
Gatineau		76.2	.3074	25.0	.2833	194,496	.1805	69,684	18,354	14,367	6,216	4,026	37,530	21,077	3,284	4,090	59	.2696	88
▲Hull		54.7	.2206	21.0	.2380	306,139	.2841	105,715	30,924	26,747	12,436	11,285	46,157	27,838	4,991	8,969	129	.2642	120
Huntingdon		18.3	.0738	6.3	.0714	52,011	.0483	11,602	3,275	5,456	1,279	1,369	15,802	5,378	539	1,286	65	.0556	75
Iberville		24.1	.0973	7.9	.0895	67,922	.0630	23,060	7,452	716	1,177	2,215	14,431	9,263	379	1,014	65	.0943	97
Île-de-Montréal	.514	1,757.5	7.0892	722.4	8.1860	8,405,961	7.8015	2,421,480	943,493	1,160,090	625,546	306,709	1,224,152	490,622	117,986	263,199	110	7.5958	107
Anjou		38.5	.1553	15.3	.1734	219,043	.2033	51,812	8,227	57,620	41,140	2,313	27,066	9,922	903	7,746	131	.1727	111
Beaconsfield		18.1	.0730	6.1	.0691	24,730	.0230	15,377	811	178	810	438	2,859	1,038	179	1,103	32	.0693	95
Côte-St-Luc		29.6	.1194	12.5	.1416	48,508	.0450	30,261	2,603	752	5,905	1,117	2,156	519	571	2,375	38	.1313	110
Dollard-des-Ormeaux		41.3	.1666	13.1	.1484	67,765	.0629	21,282	2,356	11,736	600	1,036	13,351	4,800	416	3,074	38	.1378	83
Lachine		37.0	.1492	15.1	.1711	195,290	.1812	52,170	17,302	5,544	11,580	7,117	49,683	9,941	1,900	6,227	121	.1623	109
LaSalle		74.3	.2997	28.2	.3196	224,503	.2084	94,502	15,627	39,396	10,933	5,869	16,550	18,297	1,608	14,635	70	.2744	92
▲Montréal		965.2	3.8933	421.4	4.7751	5,536,351	5.1382	1,527,261	733,823	848,508	437,596	228,586	725,486	253,613	82,618	167,143	132	4.3792	112
Montréal-Nord		91.7	.3699	32.5	.3683	251,831	.2337	94,784	26,559	14,157	9,288	11,614	30,068	23,310	2,093	10,952	63	.3052	83
Mont-Royal		19.3	.0779	7.3	.0827	121,111	.1124	46,781	5,529	26,345	15,707	3,361	1,013	3,274	1,350	4,551	144	.1097	141
Outremont		23.3	.0940	9.5	.1076	41,283	.0383	26,022	3,364	157	1,584	596	3,033	1,047	240	491	41	.1002	107

Que. (cont.)
[illegible] ESTIMATES

County City	Metro Area Code	POPULATION 12/31/82 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	RETAIL SALES BY STORE GROUP—1982 Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Pierrefonds		40.0	.1613	15.0	.1700	74,317	.0690	30,280	5,455	4,267	1,533	757	12,263	8,923	305	1,655	43	.1371	85
Pointe-aux-Trembles		37.5	.1513	13.7	.1552	127,933	.1187	45,789	8,797	9,112	6,724	3,582	26,430	5,818	1,578	2,255	78	.1289	85
Pointe-Claire		24.7	.0996	9.6	.1088	229,598	.2131	49,711	13,500	62,178	19,197	10,694	32,982	7,626	5,173	2,873	214	.1510	152
St-Laurent		66.9	.2699	26.7	.3026	239,139	.2219	62,602	24,812	4,211	5,043	4,129	61,376	20,278	869	12,449	82	.3019	112
St-Léonard		80.6	.3251	28.3	.3207	369,469	.3429	100,327	30,165	47,261	10,674	11,289	92,996	10,928	5,350	6,801	105	.3109	96
Verdun		58.9	.2376	25.9	.2935	244,988	.2274	68,065	13,759	2,882	17,193	8,719	68,301	11,985	3,768	10,925	96	.2421	102
Westmount		19.9	.0803	8.8	.0997	148,675	.1380	49,217	10,164	20,467	15,813	5,282	17,392	6,259	2,298	7,576	172	.1411	176
Île-Jésus	514	**271.0**	**1.0932**	**90.9**	**1.0300**	**883,276**	**.8197**	**272,930**	**52,489**	**71,116**	**30,321**	**33,322**	**216,541**	**101,615**	**6,856**	**30,307**	**75**	**.9446**	**86**
Laval		271.0	1.0931	90.9	1.0300	883,276	.8198	272,930	52,489	71,116	30,321	33,322	216,541	101,615	6,856	30,307	75	.9446	86
Îles-de-la-Madeleine		**14.0**	**.0564**	**3.9**	**.0442**	**35,871**	**.0333**	**5,397**	**2,545**	**12,356**	**1,536**	**821**	**4,246**	**4,408**	**0**	**1,543**	**59**	**.0362**	**64**
Joliette		**62.5**	**.2521**	**21.6**	**.2448**	**266,203**	**.2471**	**72,533**	**20,183**	**15,299**	**24,763**	**8,095**	**70,778**	**20,926**	**1,052**	**6,258**	**98**	**.2380**	**94**
Kamouraska		**29.4**	**.1186**	**9.2**	**.1042**	**108,391**	**.1006**	**23,909**	**3,674**	**6,661**	**5,950**	**4,435**	**38,466**	**12,683**	**495**	**1,490**	**85**	**.1012**	**85**
Labelle		**34.9**	**.1408**	**11.5**	**.1303**	**113,988**	**.1058**	**29,053**	**8,792**	**9,362**	**5,072**	**4,747**	**27,180**	**16,633**	**1,413**	**660**	**75**	**.1143**	**81**
Lac-St-Jean-Est		**49.1**	**.1981**	**15.1**	**.1711**	**266,468**	**.2473**	**77,747**	**14,727**	**17,577**	**25,904**	**15,528**	**45,044**	**32,190**	**2,199**	**7,877**	**125**	**.2087**	**105**
Alma		26.9	.1085	8.5	.0963	154,648	.1435	34,743	8,655	10,715	17,048	14,234	25,960	9,467	2,088	6,679	132	.1074	99
Lac-St-Jean-Ouest		**64.6**	**.2605**	**18.9**	**.2142**	**305,119**	**.2832**	**78,712**	**12,315**	**25,068**	**22,828**	**12,574**	**77,574**	**35,248**	**3,205**	**8,910**	**109**	**.2419**	**93**
Laprairie	514	**108.0**	**.4357**	**35.9**	**.4068**	**427,267**	**.3965**	**111,561**	**22,844**	**31,917**	**5,936**	**6,741**	**129,421**	**61,427**	**3,549**	**12,587**	**91**	**.4205**	**97**
Brossard		52.1	.2102	15.8	.1790	164,177	.1524	54,202	12,301	30,001	2,736	811	28,123	12,034	332	6,834	73	.1958	93
L'Assomption	514	**113.8**	**.4590**	**35.3**	**.4000**	**413,724**	**.3840**	**127,346**	**27,925**	**18,153**	**10,776**	**10,590**	**103,069**	**60,211**	**8,912**	**8,115**	**84**	**.4017**	**88**
Repentigny		36.2	.1460	11.1	.1258	154,769	.1436	48,805	8,500	13,046	5,900	3,747	37,921	16,300	1,234	3,522	98	.1367	94
Lévis	520	**98.6**	**.3977**	**32.8**	**.3717**	**396,116**	**.3676**	**81,331**	**25,093**	**16,569**	**15,938**	**20,940**	**141,026**	**33,330**	**3,152**	**13,793**	**92**	**.3677**	**92**
L'Islet		**22.0**	**.0888**	**6.9**	**.0782**	**68,559**	**.0636**	**15,090**	**1,881**	**8,682**	**2,674**	**1,894**	**19,970**	**9,086**	**693**	**1,164**	**72**	**.0788**	**89**
Lotbinière		**29.8**	**.1203**	**9.1**	**.1031**	**67,537**	**.0627**	**21,471**	**3,068**	**5,680**	**1,405**	**2,972**	**11,241**	**14,563**	**199**	**834**	**52**	**.0936**	**78**

IF YOU ARE THINKING OF MONTREAL, THINK FRENCH!

IN FRENCH MONTREAL,
WEEKDAY *LA PRESSE*
IS THE BEST WAY
TO REACH
LIKELY PURCHASERS...
COST EFFICIENTLY.



PERCENT COVERAGE / AVERAGE WEEKDAY
HIGH SCHOOL + AND HOUSEHOLD INCOME $ 25,000 +
COST PER THOUSAND BASED ON B & W, 1000 LINE ADVERTISEMENT @ GENERAL RATE

	LA PRESSE Coverage / CPM	THE GAZETTE Coverage / CPM	LE JOURNAL DE MONTRÉAL Coverage / CPM
ADULTS 18 +	37% / $ 24.33	12% / $ 74.74	33% / $ 35.51
MANAGERS / OWNERS / EXECUTIVES / PROFESSIONALS	45% / $ 57.25	17% / $ 149.47	25% / $ 131.03
OWNERS: DETACHED / SEMI-DETACHED HOMES	45% / $ 38.93	13% / $ 129.09	29% / $ 77.55
VACATION AIR TRAVELLERS	40% / $ 57.25	11% / $ 202.86	23% / $ 131.03
BUSINESS AIR TRAVELLERS	59% / $ 88.48	26% / $ 189.33	25% / $ 271.43
CREDIT CARD USERS	42% / $ 34.76	11% / $ 135.24	31% / $ 61.29
MAJOR DEPARTMENT STORE CREDIT CARD USERS	40% / $ 81.11	15% / $ 202.86	26% / $ 165.22

SOURCE: CANADIAN FACTS, 1980 — SPONSORED BY LA PRESSE / THE GAZETTE / LE DEVOIR / LE JOURNAL DE MONTREAL
DATA WEIGHTED TO CIRCULATION — ABC, MARCH 31, 1982 / CITY ZONE.

la presse

QUALITY • QUANTITY
CREDIBILITY • EFFICIENCY

FOR MORE INFORMATION,
WRITE OR CALL

QUÉBEC:
7, rue Saint-Jacques,
Montréal,
Québec
H2Y 1K9
Tél: (514) 285-6991

ONTARIO:
2 Bloor West,
Suite 2002
Toronto, Ontario
M4W 3E2
Tél: (416) 967-1814

Que. (cont.)
[illegible] ESTIMATES

		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Maskinongé		20.5	.0827	6.9	.0782	73,545	.0683	19,322	4,624	2,335	3,238	3,409	17,145	13,843	210	975	83	.0681	82
Matane		30.5	.1230	10.1	.1144	102,250	.0949	26,823	3,582	7,988	6,478	4,569	29,670	11,210	534	1,164	77	.1036	84
Matapédia		22.9	.0964	7.2	.0816	60,482	.0561	21,753	2,345	10,383	3,510	2,085	7,845	6,481	115	964	58	.0701	73
Mégantic		58.2	.2348	18.9	.2142	229,875	.2133	58,141	8,999	18,463	17,325	13,211	61,932	22,460	1,342	4,874	91	.1994	85
Thetford Mines		19.4	.0783	6.3	.0714	105,778	.0982	33,503	3,650	8,864	12,637	7,055	17,689	7,518	773	3,291	125	.0680	87
Missisquoi		36.7	.1480	12.5	.1416	120,315	.1117	30,685	6,402	5,850	5,021	4,202	39,700	10,479	1,253	2,951	75	.1202	81
Montcalm		28.2	.1138	10.0	.1133	64,529	.0602	26,393	7,709	1,177	2,736	1,685	7,265	10,576	956	778	53	.0740	65
Montmagny		25.9	.1044	8.3	.0941	102,830	.0954	23,587	7,302	7,256	4,736	3,345	29,409	12,122	731	3,206	91	.0979	94
Montmorency 1	.520	23.8	.0960	7.5	.0850	60,018	.0557	12,303	4,660	1,209	367	711	27,851	5,392	208	1,318	58	.0688	72
Montmorency 2	.520	6.6	.0267	2.1	.0238	8,718	.0081	4,535	1,352	394	236	249	91	1,253	153	0	30	.0159	60
Napierville		13.9	.0560	4.5	.0510	48,755	.0452	8,700	2,149	1,474	1,713	1,425	20,200	5,016	183	1,154	81	.0497	89
Nicolet		34.6	.1396	11.2	.1269	109,409	.1016	30,582	7,690	5,450	2,692	3,227	31,486	14,479	815	1,138	73	.1331	95
Nouveau-Québec Terr.		42.0	.1694	11.0	.1246	102,761	.0954	20,429	6,215	32,912	3,444	3,288	17,165	8,809	1,436	2,153	56	.1440	85
Papineau		37.7	.1521	12.8	.1451	94,490	.0877	32,602	5,259	7,860	3,774	2,910	13,302	15,496	2,412	1,699	58	.1037	68
Pontiac		20.2	.0815	6.6	.0748	47,268	.0438	13,783	8,618	3,989	1,277	662	8,102	6,771	590	0	54	.0538	66
Portneuf		62.3	.2513	20.6	.2334	168,945	.1568	54,866	11,276	4,834	7,353	5,183	40,896	22,822	3,395	2,641	62	.1925	77
Québec	.520	457.7	1.8462	167.0	1.8924	2,289,123	2.1245	577,008	189,134	292,457	142,990	71,922	480,393	112,774	25,879	62,598	115	1.9770	107
Beauport		61.8	.2493	18.7	.2119	105,594	.0980	35,866	17,524	9,559	1,178	5,578	14,684	4,673	2,760	3,910	39	.2339	94
Charlesbourg		69.4	.2799	22.9	.2595	142,060	.1318	57,964	11,257	9,509	5,298	3,215	22,349	8,291	2,934	7,454	47	.2895	103
▲Québec		165.6	.6680	67.3	.7626	1,365,381	1.2672	328,531	110,173	188,914	95,058	43,354	314,563	44,902	7,856	35,111	190	.8374	125
Ste-Foy		66.3	.2674	26.5	.3003	400,918	.3721	94,674	38,566	47,929	31,553	13,649	78,640	27,715	5,672	12,236	139	.4102	153
Richelieu		53.4	.2154	18.4	.2085	160,277	.1488	53,003	12,622	12,646	14,843	6,995	25,633	13,762	2,813	3,851	69	.2063	96
Richmond		41.1	.1658	13.5	.1529	111,175	.1032	38,363	5,881	4,493	5,438	6,181	24,160	12,170	1,668	1,425	62	.1486	90
Rimouski		70.3	.2836	23.2	.2629	399,039	.3703	113,927	20,225	37,134	26,351	18,044	107,051	36,033	3,696	5,164	131	.3077	108
Rimouski		29.4	.1186	9.7	.1099	172,693	.1603	31,379	11,240	26,561	17,182	7,340	37,253	8,269	2,645	3,460	135	.1333	112
Rivière-du-Loup		42.0	.1694	13.6	.1541	150,499	.1397	31,637	6,641	11,249	11,427	6,793	49,561	13,824	1,103	3,074	82	.1460	86
Rouville		43.8	.1767	14.3	.1621	94,803	.0880	25,171	9,604	4,987	1,255	4,483	23,272	10,365	1,041	5,824	50	.1276	72
Saguenay		114.8	.4630	34.5	.3909	441,941	.4101	82,710	22,232	87,111	22,215	12,617	111,901	40,194	2,943	9,678	89	.4100	89
Sept-Îles		28.2	.1138	8.2	.0929	118,224	.1097	20,963	5,070	14,890	6,466	3,741	28,050	13,086	1,320	4,152	96	.0937	82
St-Hyacinthe		57.7	.2328	20.6	.2335	173,164	.1607	45,852	9,738	19,414	14,313	8,716	34,422	13,022	5,900	5,117	69	.1595	69
St-Hyacinthe		38.9	.1569	13.3	.1507	155,690	.1445	40,337	9,074	18,401	14,268	7,982	30,665	10,838	4,531	4,934	92	.1319	84
St-Jean		57.0	.2299	20.1	.2277	247,749	.2300	79,774	17,631	26,876	17,348	11,755	77,618	20,142	4,397	8,054	100	.2160	94
St-Jean-sur-Richelieu		36.2	.1460	13.0	.1473	200,275	.1859	69,030	14,114	17,474	17,048	10,121	30,739	13,171	3,507	6,049	127	.1553	106
St-Maurice	.533	109.1	.4401	40.3	.4567	519,858	.4824	136,817	39,293	48,852	44,949	21,783	121,656	34,405	8,717	14,540	110	.4007	91
△Shawinigan		22.7	.0916	8.4	.0952	155,913	.1447	44,816	10,034	10,771	11,812	8,078	37,052	8,985	1,406	4,014	158	.0958	105
▲Trois-Rivières		50.3	.2029	18.9	.2142	266,780	.2476	70,280	23,662	31,479	29,193	10,321	51,655	17,390	3,730	8,265	122	.1926	95
Shefford		72.8	.2936	25.4	.2878	274,670	.2550	72,289	19,451	22,430	17,486	10,792	77,441	23,061	1,680	3,965	87	.2696	92
Granby		38.1	.1537	13.3	.1507	164,379	.1526	43,212	11,423	19,631	14,019	7,549	38,925	5,406	1,219	2,918	99	.1651	107
Sherbrooke	.538	116.9	.4716	43.2	.4895	623,474	.5786	166,539	39,646	54,163	57,999	26,052	136,412	61,417	2,895	15,882	123	.5370	114
△Sherbrooke		74.7	.3013	28.7	.3252	529,776	.4917	135,916	33,619	38,490	55,796	21,235	119,922	51,510	2,423	15,109	163	.3690	122
Soulanges		15.7	.0633	5.1	.0578	60,639	.0563	11,433	5,938	3,030	449	2,788	12,722	15,204	605	0	89	.0645	102
Stanstead		37.6	.1517	13.3	.1507	167,689	.1556	55,139	7,568	7,832	7,594	8,126	43,034	19,190	1,492	2,857	103	.1457	96
Témiscamingue		53.2	.2146	18.1	.2051	208,073	.1931	58,365	9,333	17,364	18,979	9,451	49,247	22,475	1,940	2,885	90	.1755	82
Témiscouata		19.7	.0794	6.1	.0692	49,992	.0464	10,938	2,822	6,977	2,794	2,831	11,370	7,065	1,762	1,013	58	.0540	68
Terrebonne	.514	199.4	.8044	67.6	.7660	823,985	.7647	254,881	73,033	33,251	40,970	34,845	167,163	101,868	10,087	24,882	95	.7183	89
St-Jérôme		25.6	.1033	8.8	.0997	152,361	.1414	47,815	12,909	9,513	13,940	8,576	24,001	11,441	2,807	5,177	137	.1083	105
Vaudreuil	.514	51.7	.2085	17.6	.1994	237,673	.2206	81,409	21,017	2,844	5,142	9,075	54,272	27,516	1,302	6,109	106	.2423	116
Verchères		64.7	.2610	20.5	.2323	199,956	.1856	52,585	11,361	3,438	4,483	5,348	69,069	24,066	1,846	4,948	71	.2066	79
Wolfe		15.9	.0641	5.1	.0578	43,981	.0408	13,776	2,569	2,387	1,764	1,605	11,754	4,474	554	0	64	.0470	73
Yamaska		15.0	.0605	4.9	.0555	36,452	.0338	12,084	2,386	4,283	652	497	5,356	5,945	288	362	56	.0464	77
Province Totals		6,509.3	26.2567	2,313.2	26.2122	26,183,754	24.3008	7,450,658	2,153,630	2,706,255	1,589,575	955,180	5,330,880	2,305,923	324,553	702,562	93	24.6763	94

to le nouvelliste covering the

THIRD LARGEST FRENCH MARKET IN CANADA

an area which is now part of the 24 selected top markets in Canada.

By the way IT IS A SALUTE to TROIS-RIVIERES celebrating its 350 th anniversary of foundation, the BEST well covered region in Quebec.

TORONTO, 2 bloor West Suite 2002, Ontario M4W 3E2, tél.: (416) 967-1814
MONTREAL, 7 St-Jacques Street, Quebec, H2Y 1K9, tél.: (514) 285-7306

PROBEC 5

Que.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1982

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Abitibi		652,780	.2869	6,814	20,990	1.2	3.3	1.9	13.9	79.7
Argenteuil		317,125	.1394	9,668	26,427	6.5	10.8	13.0	46.8	22.9
Arthabaska		338,987	.1491	5,585	16,949	1.5	5.9	6.9	47.7	38.0
Victoriaville		139,343	.0613	6,363	18,335	1.3	12.6	14.9	48.0	23.2
Bagot		132,265	.0581	4,775	15,020	1.8	3.9	5.8	29.9	58.6
Beauce		562,512	.2473	7,460	23,937	3.4	5.3	6.5	41.0	43.8
Beauharnois		363,246	.1597	6,702	18,724	3.0	3.8	2.2	15.4	75.6
Valleyfield		224,154	.0985	7,447	20,194	1.7	1.4	1.8	17.7	77.4
Bellechasse		141,701	.0623	5,880	19,149	3.5	2.8	3.7	39.4	50.6
Berthier		215,799	.0949	6,829	19,981	2.9	4.0	1.6	55.5	36.0
Bonaventure		214,676	.0943	5,354	17,742	5.0	7.0	5.0	27.4	55.6
Brome		130,079	.0572	7,349	20,980	5.9	14.8	11.7	9.4	58.2
Chambly	514	2,701,295	1.1876	8,669	24,783	2.4	3.4	3.6	19.0	71.6
Boucherville		230,265	.1012	7,886	25,304	3.2	3.5	5.6	30.8	56.9
Longueuil		1,188,548	.5225	9,366	25,181	1.4	4.2	4.3	26.6	63.5
St-Bruno-de-Montarville		193,760	.0852	10,145	32,841	1.5	1.7	1.9	13.8	81.1
St-Hubert		451,192	.1984	7,072	23,138	4.3	4.3	4.1	13.5	73.8
St-Lambert		280,917	.1235	14,785	36,015	1.4	1.1	1.1	6.8	89.6
Champlain	533	946,222	.4160	7,738	22,162	3.9	6.7	5.8	21.6	62.0
Cap-de-la-Madeleine		214,674	.0944	6,626	19,340	2.0	9.6	7.5	20.6	60.3
Charlevoix-Est		119,251	.0525	6,668	22,102	1.9	1.5	2.7	19.8	74.1
Charlevoix-Ouest		94,870	.0417	6,598	22,588	3.2	1.8	2.8	18.0	74.2
Châteauguay	514	440,782	.1938	7,238	22,604	3.3	4.0	2.7	17.0	73.0
Châteauguay		284,120	.1249	7,805	25,368	5.0	6.0	3.1	25.3	50.6
Chicoutimi	503	1,239,246	.5448	6,943	22,369	1.6	2.6	3.0	19.2	73.6
▲Chicoutimi		400,469	.1761	6,753	21,647	2.4	2.5	2.0	9.0	84.1
▲Jonquière		465,075	.2045	7,637	24,097	1.2	4.5	4.6	2.0	87.7
La Baie		111,662	.0491	5,122	17,179	1.9	1.1	1.0	4.4	91.6
Compton		125,985	.0554	6,146	18,804	7.1	3.4	2.7	16.9	69.9
Deux-Montagnes	514	582,157	.2559	7,888	24,258	1.7	3.8	3.5	14.0	77.0
St-Eustache		232,069	.1020	7,438	23,681	1.8	4.2	4.0	15.7	74.3
Dorchester		258,976	.1139	7,572	24,902	2.6	3.9	4.8	49.0	39.7
Drummond		475,142	.2089	6,692	19,189	2.6	6.4	7.8	45.6	37.6
Drummondville		180,850	.0795	6,876	17,906	5.6	14.0	15.7	28.5	36.2
Frontenac		183,703	.0807	6,855	21,261	3.3	21.3	15.5	24.5	35.4
Gaspé-Est		303,931	.1336	7,377	25,757	5.8	4.0	3.6	37.3	49.3
Gaspé-Ouest		135,860	.0598	7,188	23,835	5.1	4.2	4.2	35.4	51.1
Gatineau	517	307,627	.1352	5,676	17,579	2.6	2.9	2.9	15.8	75.8
Aylmer		261,440	.1149	9,304	33,953	2.8	2.9	2.4	22.7	69.2
Hull	517	1,313,756	.5776	10,036	28,560	1.7	3.0	3.3	19.8	72.2
Gatineau		700,277	.3079	9,190	28,011	2.6	2.6	2.4	19.6	72.8
▲Hull		613,479	.2697	11,215	29,213	.5	3.4	4.5	20.1	71.5
Huntingdon		120,080	.0527	6,562	19,060	2.6	10.5	9.0	59.9	18.0
Iberville		254,054	.1117	10,542	32,159	.7	3.4	1.6	44.6	49.7
Île-de-Montréal	514	17,458,294	7.6751	9,934	24,167	4.3	6.1	5.6	29.7	54.3
Anjou		366,831	.1613	9,528	23,976	1.7	4.1	4.6	28.6	61.0
Beaconsfield		217,446	.0956	12,014	35,647	.3	.5	.6	8.9	89.7
Côte-St-Luc		427,312	.1879	14,436	34,185	1.1	1.9	2.0	14.7	80.3
Dollard-des-Ormeaux		389,489	.1712	9,431	29,732	.6	1.7	2.2	36.1	59.4
Lachine		355,378	.1562	9,605	23,535	2.6	4.7	4.4	26.9	61.4
LaSalle		691,266	.3039	9,304	24,513	2.4	6.1	6.5	41.4	43.6
▲Montréal		9,367,300	4.1181	9,705	22,229	5.7	7.2	6.3	29.2	51.6
Montréal-Nord		732,855	.3222	7,992	22,549	4.4	9.5	9.8	51.1	25.2
Mont-Royal		274,596	.1207	14,228	37,616	.6	.9	.8	8.9	88.8
Outremont		317,890	.1398	13,643	33,462	2.3	3.2	3.1	15.7	75.7
Pierrefonds		382,664	.1682	9,567	25,511	.7	2.1	2.7	26.1	68.4
Pointe-aux-Trembles		286,673	.1260	7,645	20,925	2.6	5.7	6.1	29.5	56.1
Pointe-Claire		305,648	.1344	12,374	31,838	.7	1.4	1.5	17.4	79.0
St-Laurent		824,896	.3626	12,330	30,895	1.9	3.7	3.8	27.6	63.0
St-Léonard		650,728	.2861	8,074	22,994	4.2	6.8	7.6	55.7	25.7
Verdun		574,734	.2527	9,758	22,191	5.1	7.8	7.4	34.2	45.5
Westmount		380,729	.1674	19,132	43,265	.9	1.4	1.2	8.5	88.0
Île-Jésus	514	2,183,756	.9600	8,058	24,024	1.9	4.7	5.1	32.2	56.1
Laval		2,183,756	.9600	8,058	24,024	1.9	4.7	5.1	32.2	56.1
Îles-de-la-Madeleine		68,105	.0300	4,865	17,463	8.5	5.4	4.5	44.2	37.4
Joliette		515,804	.2267	8,253	23,830	2.3	3.7	3.4	39.5	51.1
Kamouraska		215,189	.0946	7,319	23,390	4.8	10.2	13.2	35.3	36.5
Labelle		247,912	.1090	7,103	21,558	1.9	4.1	3.3	68.2	22.5
Lac-St-Jean-Est		431,425	.1898	8,791	28,584	4.8	5.6	7.9	20.8	60.9
Alma		193,800	.0852	7,204	22,800	5.4	6.4	5.7	29.9	52.6
Lac-St-Jean-Ouest		476,772	.2096	7,380	25,226	7.1	6.1	7.3	21.7	57.8
Laprairie	514	975,501	.4288	9,032	27,173	3.3	4.9	4.4	13.4	74.0
Brossard		491,378	.2160	9,431	31,100	4.3	6.4	5.7	17.5	66.1
L'Assomption	514	885,873	.3895	7,784	25,096	1.5	1.9	1.5	13.5	81.6
Repentigny		292,784	.1287	8,088	26,377	1.6	2.0	1.6	14.8	80.0
Lévis	520	809,312	.3557	8,208	24,674	1.7	3.1	2.9	21.4	70.9
L'Islet		190,572	.0838	8,662	27,619	3.2	6.1	4.7	56.1	29.9
Lotbinière		231,158	.1017	7,757	25,402	2.5	19.5	8.6	19.6	49.8
Maskinongé		141,114	.0620	6,884	20,451	1.1	1.4	1.6	12.2	83.7
Matane		230,184	.1012	7,547	22,790	5.7	7.2	5.5	27.7	53.9
Matapédia		154,227	.0678	6,452	21,420	7.5	8.7	5.9	23.6	54.3
Mégantic		402,432	.1769	6,915	21,293	4.6	6.5	7.5	22.3	59.1
Thetford Mines		104,158	.0458	5,369	16,533	10.9	4.2	7.8	25.3	51.8
Missisquoi		259,871	.1142	7,081	20,790	3.0	4.2	3.7	22.9	66.2
Montcalm		151,283	.0666	5,365	15,128	3.9	5.0	2.9	8.8	79.4
Montmagny		219,569	.0965	8,478	26,454	4.4	7.9	12.1	50.7	24.9
Montmorency 1	520	149,715	.0658	6,291	19,962	1.2	1.0	2.1	6.9	88.8
Montmorency 2	520	37,512	.0165	5,684	17,853	1.1	.6	1.1	5.0	92.2
Napierville		112,875	.0496	8,121	25,083	3.2	5.5	5.3	41.8	44.2
Nicolet		340,675	.1498	9,846	30,417	3.2	5.9	4.6	31.7	54.6
Nouveau-Québec Terr.		370,589	.1629	8,824	33,690	1.2	2.3	1.6	10.8	84.1
Papineau		213,642	.0939	5,667	16,691	4.5	4.6	4.2	11.4	75.3
Pontiac		110,746	.0487	5,482	16,780	5.9	8.1	4.8	17.6	63.6
Portneuf		433,061	.1904	6,951	21,022	3.1	7.0	8.2	17.0	64.7
Québec	520	4,414,670	1.9408	9,645	26,435	2.7	4.2	5.0	24.2	63.9
Beauport		703,291	.3092	11,380	37,609	.0	1.1	1.4	17.2	80.3
Charlesbourg		882,428	.3879	12,715	38,534	.0	.8	1.0	14.9	83.3
▲Québec		1,472,219	.6472	8,890	21,875	6.5	5.8	6.2	44.9	36.6
Ste-Foy		1,114,841	.4901	16,815	42,069	.0	.3	.4	8.6	90.7
Richelieu		539,682	.2372	10,106	29,331	.6	1.0	.8	26.8	70.8
Richmond		383,827	.1688	9,239	28,432	.9	1.8	2.0	7.6	87.7
Rimouski		636,677	.2799	9,057	27,443	6.0	4.7	3.8	31.6	53.9
Rimouski		279,621	.1229	9,511	28,827	6.9	3.0	6.7	34.6	48.8
Rivière-du-Loup		319,091	.1403	7,597	23,463	3.4	3.1	3.3	23.1	67.1
Rouville		300,045	.1319	6,850	20,982	2.7	5.7	8.0	31.5	52.1
Saguenay		884,343	.3887	7,703	25,633	1.9	2.7	1.5	7.9	86.0
Sept-Îles		173,061	.0761	6,137	21,105	2.3	3.4	.5	8.6	85.2
St-Hyacinthe		294,326	.1294	5,101	14,288	4.2	5.3	7.9	37.1	45.5
St-Hyacinthe		260,036	.1143	6,685	19,552	5.3	8.2	12.0	49.7	24.8
St-Jean		460,056	.2023	8,071	22,888	2.3	4.9	7.2	35.0	50.6
St-Jean-sur-Richelieu		319,991	.1407	8,840	24,615	1.4	6.5	3.3	45.3	43.5
St-Maurice	533	763,323	.3356	6,997	18,941	6.5	5.4	4.0	17.1	67.0
△Shawinigan		155,058	.0682	6,831	18,459	8.0	3.4	3.6	29.1	55.9
▲Trois-Rivières		353,486	.1554	7,028	18,703	10.1	5.5	6.4	10.2	67.8
Shefford		611,735	.2689	8,403	24,064	2.6	5.5	4.3	40.1	47.5
Granby		403,087	.1772	10,580	30,307	2.0	3.5	1.9	50.2	42.4
Sherbrooke	528	1,224,127	.5381	10,472	28,336	4.6	4.8	4.6	31.3	54.7
△Sherbrooke		733,729	.3226	9,822	25,565	3.0	6.8	6.2	37.2	46.8
Soulanges		158,906	.0699	10,121	31,158	4.1	7.5	7.0	22.6	58.8
Stanstead		312,684	.1375	8,316	23,510	4.6	9.8	9.9	29.9	45.8
Témiscamingue		339,659	.1493	6,385	18,766	3.9	4.2	3.3	20.7	67.9
Témiscouata		109,608	.0482	5,564	17,969	5.4	4.3	4.4	25.7	60.2
Terrebonne	514	1,492,087	.6559	7,483	22,072	3.6	4.7	5.1	24.5	62.1
St-Jérôme		205,610	.0904	8,032	23,365	2.6	7.9	9.6	35.7	44.2
Vaudreuil	514	612,218	.2692	11,842	34,785	4.1	8.9	4.7	28.2	54.1
Verchères		448,929	.1973	6,939	21,899	1.6	1.5	2.4	13.8	80.7
Wolfe		99,555	.0438	6,261	19,521	8.5	9.7	9.6	20.3	51.9
Yamaska		110,234	.0485	7,349	22,497	1.8	.9	.8	34.0	62.5
Province Totals		55,205,557	24.2696	8,481	23,865	3.5	5.1	5.0	26.5	59.9

PRINCE EDWARD ISLAND

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982												SALES/ ADVERTISING INDEXES		
		Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Kings		19.2	.0774	5.9	.0449	55,532	.0515	11,777	2,484	10,893	1,190	395	6,999	8,574	45	1,402	67	.0565	73
Prince		42.7	.1723	13.4	.1518	134,554	.1249	29,081	5,945	37,508	3,647	2,502	22,696	14,642	397	4,731	72	.1208	70
Queens		61.1	.2464	20.4	.2312	250,285	.2323	55,776	20,008	49,388	9,021	8,030	45,408	26,124	1,226	9,679	94	.2291	93
Province Totals		123.0	.4961	39.7	.4499	440,371	.4087	96,634	28,437	97,789	13,858	10,947	75,103	49,340	1,668	15,812	82	.4064	82

P.E.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1982

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Kings		115,858	.0509	6,034	19,637	7.1	19.7	17.4	29.6	26.2
Prince		222,873	.0980	5,220	16,632	6.5	14.3	14.5	31.6	33.1
Queens		501,176	.2203	8,206	24,567	5.8	10.0	10.2	34.0	40.0
Province Totals		839,907	.3692	6,829	21,156	6.2	12.9	12.7	32.6	35.6

NOVA SCOTIA

N.S.
S&MM ESTIMATES

POPULATION 12/31/82 — RETAIL SALES BY STORE GROUP—1982 — SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		23.3	.0940	8.4	.0951	84,999	.0789	17,428	4,149	15,482	1,855	2,406	20,620	6,123	2,160	3,630	64	.0821	87
Antigonish		18.3	.0739	5.3	.0601	126,878	.1177	25,485	11,103	15,019	4,237	1,428	34,898	13,327	995	4,606	159	.0792	107
Cape Breton	530	126.6	.5106	38.6	.4374	350,973	.3258	117,490	21,620	64,345	19,899	7,898	43,693	27,294	1,555	11,576	64	.3649	71
ΔGlace Bay		21.9	.0883	6.5	.0737	50,661	.0470	21,683	2,709	10,074	2,542	926	5,437	2,635	528	1,298	53	.0585	66
ΔSydney		30.7	.1238	9.9	.1122	154,921	.1438	48,033	9,298	27,456	13,529	4,368	27,560	7,308	689	7,185	116	.1172	95
Colchester		43.8	.1767	15.4	.1745	243,212	.2257	48,007	12,729	39,275	7,468	8,661	50,045	25,900	2,286	11,491	128	.1811	102
Cumberland		35.5	.1432	12.4	.1405	93,801	.0871	25,743	3,522	16,657	3,384	1,584	14,179	12,906	1,075	4,780	61	.0868	61
Digby		21.7	.0875	7.4	.0839	62,012	.0575	18,882	2,341	8,472	1,190	2,311	11,248	6,603	960	2,256	66	.0698	80
Guysborough		12.8	.0517	4.1	.0464	20,516	.0190	7,934	1,498	4,341	89	123	95	2,079	0	543	37	.0264	51
Halifax	806	291.2	1.1750	104.2	1.1808	1,236,344	1.1475	323,841	122,304	165,362	74,161	25,301	213,727	99,556	4,729	62,469	98	1.1988	102
ΔDartmouth		58.7	.2368	20.7	.2346	323,422	.3002	103,225	26,368	35,309	15,215	8,494	64,819	21,758	752	19,262	127	.2704	114
ΔHalifax		114.6	.4623	46.0	.5213	731,727	.6791	169,542	86,479	121,795	55,081	15,631	121,276	45,920	2,651	29,372	147	.5749	124
Hants		33.6	.1355	10.9	.1238	92,641	.0860	34,778	5,197	10,398	2,825	2,193	16,360	12,409	2,688	1,862	63	.1110	82
Inverness		22.3	.0900	6.7	.0759	68,055	.0631	13,255	3,463	17,898	1,890	944	5,667	8,565	280	2,154	70	.0612	68
Kings		51.5	.2077	17.8	.2017	209,777	.1947	61,337	10,564	29,258	7,525	6,510	40,280	12,798	3,201	14,082	94	.2075	100
Lunenburg		45.7	.1843	16.3	.1847	286,185	.2656	78,812	16,259	44,818	10,851	6,086	39,204	19,392	2,469	15,875	144	.1988	105
Pictou		50.6	.2041	16.6	.1881	205,764	.1910	58,883	10,706	26,099	10,637	4,459	35,678	19,480	3,658	11,414	94	.1736	85
Queens		13.3	.0537	4.7	.0533	57,705	.0535	14,181	998	9,833	1,272	1,934	9,626	6,955	1,341	3,043	100	.0516	96
Richmond		12.3	.0496	3.6	.0408	22,252	.0207	6,828	2,418	4,207	125	170	1,664	3,573	0	823	42	.0282	57
Shelburne		17.6	.0710	5.8	.0657	70,711	.0656	8,984	4,776	18,439	2,030	1,934	14,183	8,578	657	1,723	92	.0680	85
Victoria		8.7	.0351	2.8	.0317	27,105	.0252	4,655	1,708	5,528	0	57	8,390	4,459	0	603	72	.0267	76
Yarmouth		26.3	.1061	8.9	.1009	108,512	.1007	29,254	8,173	14,306	7,109	3,699	14,578	9,746	2,795	5,344	95	.0980	88
Province Totals		855.2	3.4497	287.9	3.2850	2,367,442	2.1253	895,867	243,523	509,707	156,361	72,018	574,085	300,463	30,849	157,534	91	3.0892	90

N.S.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1982

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Annapolis		180,169	.0792	7,733	21,449	7.5	10.0	15.4	28.9	38.2
Antigonish		132,300	.0582	7,230	24,962	7.3	11.8	9.1	28.5	43.3
Cape Breton	530	750,899	.3301	5,931	19,453	5.6	7.0	6.1	35.2	46.1
ΔGlace Bay		121,741	.0535	5,559	18,729	6.7	7.0	6.0	37.3	43.0
ΔSydney		224,223	.0986	7,304	22,649	3.4	4.7	4.7	33.4	53.8
Colchester		354,836	.1560	8,101	23,041	7.9	10.8	13.1	27.8	40.4
Cumberland		145,665	.0641	4,103	11,747	7.6	10.7	7.8	56.6	17.3
Digby		160,000	.0703	7,373	21,622	10.5	12.9	7.6	47.4	21.6
Guysborough		47,300	.0208	3,695	11,537	4.4	6.6	9.7	6.3	73.0
Halifax	806	2,817,977	1.2388	9,674	27,044	3.4	6.1	7.3	29.0	54.2
ΔDartmouth		605,196	.2661	10,310	29,237	2.1	5.1	7.9	24.7	60.2
ΔHalifax		1,268,052	.5575	11,065	27,566	3.5	5.4	7.9	37.7	45.5
Hants		264,366	.1163	7,868	24,254	4.0	7.3	6.2	36.3	46.2
Inverness		110,875	.0487	4,972	16,549	8.2	6.7	5.8	15.0	42.1
Kings		488,871	.2149	9,493	27,465	6.8	12.5	14.5	38.5	27.7
Lunenburg		335,714	.1476	7,346	20,596	6.6	9.7	8.7	33.3	41.7
Pictou		342,952	.1508	6,778	20,640	6.7	6.5	6.9	38.4	41.5
Queens		112,889	.0496	8,488	24,019	5.1	7.5	3.7	43.5	40.2
Richmond		55,300	.0243	4,496	15,361	3.0	3.6	2.9	7.0	83.5
Shelburne		119,104	.0524	6,767	20,535	10.5	17.5	17.0	32.6	22.4
Victoria		54,835	.0241	6,303	19,584	6.6	16.3	16.0	33.9	27.2
Yarmouth		175,248	.0770	6,663	19,691	7.2	17.2	20.1	37.3	18.2
Province Totals		6,649,300	2.9232	7,775	22,937	5.5	8.4	8.7	32.8	44.6

AD INDEX

(continued from page D-4)

Seattle Times/Post Intelligencier	C-206
Seiko Time Corp.	A-1
Shelby Star Statesville Record & Landmark	C-146
Sheraton-Charleston Hotel	A-4
Shreveport Times & Journal	C-94
South Bend Tribune	C-77
South Brevard Times	C-46
Spartanburg Herald Journal	C-178
Spokane Spokesman Review & Chronicle	C-208
Springfield Newspapers (MA)	C-103
Springfield State Journal Register	C-66
St. Joseph News Press & Gazette	C-118
St. Louis-Illinois Interturbia Group	A-32
St. Louis-Post Dispatch and Globe Democrat	C-119
St. Petersburg Times Independent	C-55
Stamford Advocate	C-38
Standard Rate and Data Service	C-33
Stockton Record	C-24
Stouffer's Hotel-Cincinnati Towers	B-25
Stouffer's Hotel-Rochester	A-4
Stouffer's Pine Isle	A-18
Stuart News (FL)	C-45
Sturgis Journal	C-105
Suburban Phila. Area Nwsprs. (SPAN)	C-166
Sunset Magazine	B-6
Survey Sampling	B-2
SWING-S.W. Indiana Nwspr. Grp.	C-74
Syracuse Newspapers	C-137
Tacoma News Tribune	C-207
Tampa Tribune	C-48
Terre Haute Tribune & Star	C-74
Thibodaux Daily Comet	C-95
THING Group (IN)	C-72
Thomas Register	A-2, A-3
Thomson Newspapers	D-6
Times Union (NY)	C-135
Today, Brevard County, FL	C-46
Toledo Blade	C-154
Topeka Capital-Journal	C-83
Torrance Daily Breeze	C-26
Torrington Register	C-41
Toshiba America, Inc.	A-27
TRATEC	A-41
Treasure Coast Market Group	C-45
Trois Rivieres Le Novelliste	D-16
Tulsa World & Tribune	C-161
UBIE	C-139
Union City Dispatch	C-132
Uniontown Herald Standard	C-169
UNYT	B-12
U.S. Suburban Press	B-14
U.S.A. Today	A-6
Utica Press & Observer Dispatch	C-139
Valley & Foothills News	C-12
Van Heusen	A-17
Vero Beach Press-Journal	C-45
Virginian Pilot/Ledger-Star	C-200
WACO Tribune Herald	C-185
Washington Observer Reporter	C-169
Washington Post	C-43, C-97, C-202
Waterbury Republican American	C-41
Waukegan News-Sun	C-67
Westerly Sun	C-174
Western Massachusetts News Network	C-104
Western Washington Newspaper Network (WWNN)	C-206
West Palm Beach Post/Times	C-51
West Warwick Pawtucket Valley Daily Times	C-174
Wheels, Inc.	A-12
Wichita Eagle Beacon	C-84
Wichita Falls Record News & Times	C-188
Willimantic Chronicle (CT)	C-174
Willmar West Central Tribune	C-113
Wilmington News-Journal	C-168
Wilmington Star-News	C-145
Winona Daily News	C-113
Winston Salem Journal & Sentinel	C-147
Wisconsin Newspaper Group	C-214
WKZ0-TV (MI)	C-110
Woodbridge News Tribune	C-129
Woonsocket Call	C-174
Worcester Telegram & Gazette	C-102
Yakima ADI Plus Group	C-209
Youngstown Vindicator	C-156
Yuma Daily Sun	C-12

NEW BRUNSWICK

N.B. ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	.513	23.8	.0960	7.5	.0850	28,282	.0262	10,713	2,468	2,367	443	836	668	5,830	0	2,348	27	.0589	61
Carleton		25.0	.1008	8.2	.0929	114,884	.1067	23,977	3,507	18,791	4,362	2,774	31,792	13,236	2,035	5,694	106	.0898	89
Charlotte		26.6	.1073	9.2	.1042	97,176	.0901	27,012	9,006	12,671	3,009	2,918	21,374	4,966	2,075	4,329	84	.0928	86
Gloucester		86.2	.3477	25.0	.2833	273,017	.2534	73,905	19,416	35,104	14,433	11,268	44,449	25,842	6,431	7,902	73	.2486	71
Kent		30.8	.1243	9.2	.1043	95,105	.0883	23,447	5,710	23,347	1,072	3,025	9,489	14,247	0	0	71	.0958	77
Kings	.523	52.0	.2097	16.3	.1847	111,160	.1032	32,418	6,700	9,377	1,723	2,326	26,078	16,426	606	6,858	49	.1588	76
Madawaska		36.6	.1477	11.6	.1314	132,488	.1230	36,768	14,577	13,288	7,980	6,007	25,204	9,612	1,516	4,257	84	.1299	88
Northumberland		54.0	.2178	15.9	.1802	137,081	.1272	34,681	8,665	20,410	6,042	3,810	25,768	14,294	1,344	7,852	58	.1608	74
Queens		12.4	.0500	4.3	.0487	49,046	.0456	12,440	3,115	12,772	352	212	3,499	6,806	1,527	5,731	91	.0402	80
Restigouche		40.9	.1650	12.7	.1439	126,209	.1171	32,837	6,219	17,095	7,322	3,863	27,445	11,287	1,349	5,489	71	.1186	72
St. John	.523	86.4	.3485	30.5	.3457	484,279	.4495	131,802	33,933	92,458	22,965	7,829	95,243	26,030	1,211	19,680	129	.3634	104
▲St. John		81.0	.3267	28.7	.3252	482,789	.4481	131,522	33,893	92,290	22,965	7,744	95,243	25,948	1,211	19,231	137	.3472	106
Sunbury		21.5	.0867	6.4	.0725	35,467	.0329	10,681	2,330	3,955	254	852	1,236	6,189	310	2,258	38	.0669	77
Victoria		21.1	.0851	6.8	.0770	75,531	.0701	20,460	3,458	12,871	1,857	4,843	14,880	6,459	1,109	3,032	82	.0642	75
Westmorland	.513	108.2	.4365	36.9	.4182	517,240	.4801	119,444	31,568	95,258	24,735	11,071	106,267	46,349	1,792	30,423	110	.4227	97
△Moncton		54.9	.2215	19.3	.2187	336,553	.3124	74,225	17,268	68,421	21,030	8,053	60,184	18,796	1,136	28,156	141	.2446	110
York		75.1	.3029	26.7	.3025	370,749	.3440	81,912	18,407	67,229	19,502	6,969	89,450	37,626	2,547	18,963	114	.2911	96
Fredericton		41.4	.1670	15.4	.1745	293,915	.2728	63,907	16,353	58,836	19,218	5,606	73,663	18,294	2,547	15,759	163	.1875	112
Province Totals		700.6	2.8260	227.2	2.5745	2,648,734	2.4582	672,494	169,279	436,993	116,042	68,283	522,799	243,549	24,652	124,786	87	2.4010	86

N.B. ESTIMATES		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	.513	144,793	.0637	6,084	19,306	4.9	4.3	4.9	25.7	60.2
Carleton		168,947	.0743	6,758	20,603	7.1	14.5	14.1	40.7	23.6
Charlotte		201,870	.0887	7,589	21,942	8.9	11.0	12.3	32.1	35.7
Gloucester		468,897	.2061	5,440	18,756	5.9	8.4	8.1	23.7	53.9
Kent		201,918	.0888	6,556	21,948	2.8	10.0	7.6	44.2	35.4
Kings	.523	390,723	.1718	7,514	23,971	3.8	5.7	7.1	26.0	57.4
Madawaska		287,582	.1264	7,857	24,792	4.4	6.9	6.9	34.6	47.2
Northumberland		359,992	.1583	6,667	22,641	3.9	9.0	7.5	21.7	57.9
Queens		75,296	.0331	6,072	17,511	11.4	8.0	9.1	39.5	32.0
Restigouche		229,199	.1007	5,604	18,047	2.9	5.1	5.4	12.5	74.1

		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
St. John	.523	718,427	.3159	8,315	23,555	3.8	6.1	7.5	27.1	55.5
▲St. John		670,749	.2949	8,281	23,371	2.6	6.3	7.3	27.0	56.8
Sunbury		180,369	.0793	8,389	28,183	.9	4.1	5.8	52.6	37.4
Victoria		119,263	.0524	5,652	17,539	8.0	9.3	9.1	37.4	36.2
Westmorland	.513	870,767	.3828	8,048	23,598	4.1	6.3	8.7	22.2	58.7
△Moncton		484,937	.2132	8,833	25,126	2.6	4.8	6.1	18.9	67.6
York		578,579	.2544	7,704	21,670	5.0	7.4	8.9	27.7	51.0
Fredericton		328,620	.1445	7,938	21,339	7.0	7.8	13.3	41.8	30.1
Province Totals		4,996,432	2.1967	7,132	21,992	4.7	7.4	8.1	27.7	52.1

NEWFOUNDLAND

Nfld. ESTIMATES		POPULATION 12/31/82				RETAIL SALES BY STORE GROUP—1982											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	.524	242.1	.9766	69.2	.7842	932,671	.8656	241,447	74,659	136,306	54,717	23,173	190,183	84,112	1,295	54,618	89	.7854	80
▲St. John's		83.7	.3376	25.4	.2878	522,107	.4846	113,905	32,879	92,288	44,897	18,901	88,397	54,974	1,003	29,540	144	.3679	109
Division 2		30.4	.1226	7.9	.0895	87,652	.0814	24,147	5,715	24,467	1,365	1,730	8,486	10,258	447	7,121	66	.0966	79
Division 3		26.2	.1057	6.6	.0748	57,793	.0536	14,458	3,054	23,946	3,751	2,174	1,173	3,613	207	2,397	51	.0722	68
Division 4		27.5	.1109	7.5	.0850	69,791	.0648	18,630	6,790	12,021	6,988	2,164	4,906	10,941	402	2,400	58	.0794	72
Division 5		46.8	.1888	13.1	.1484	173,765	.1612	48,532	11,103	31,375	10,652	6,266	27,158	20,810	206	5,261	85	.1561	83
Corner Brook		24.2	.0976	6.7	.0759	149,142	.1384	40,553	9,683	25,312	9,487	5,295	24,737	18,237	0	5,001	142	.1042	107
Division 6		41.7	.1682	12.0	.1360	230,182	.2137	39,376	16,688	45,152	14,435	7,826	64,118	18,549	590	7,793	127	.1821	108
Division 7		43.7	.1763	12.0	.1360	92,021	.0854	26,877	4,776	25,859	1,316	574	12,074	14,463	50	2,382	48	.1211	69
Division 8		54.2	.2186	14.1	.1597	112,372	.1043	24,367	5,457	32,217	3,743	1,429	2,698	13,081	414	3,835	48	.1266	88
Division 9		25.6	.1032	6.4	.0726	56,108	.0520	19,561	3,999	17,459	1,149	1,146	964	7,441	590	0	50	.0718	69
Division 10		31.9	.1287	8.5	.0963	111,215	.1032	14,840	30,727	24,813	1,350	1,006	14,489	2,905	0	5,970	80	.1064	82
Province Totals		570.1	2.2996	157.3	1.7825	1,933,570	1.7852	472,235	162,968	393,615	99,466	47,707	326,219	186,173	4,201	91,744	78	1.7962	78

Nfld. ESTIMATES		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	.524	1,503,247	.6609	6,209	21,723	5.4	8.4	8.3	28.5	49.4
▲St. John's		705,362	.3101	8,427	27,770	3.8	6.1	7.2	23.3	59.6
Division 2		217,180	.0954	7,141	27,481	4.0	11.4	5.9	32.7	46.0
Division 3		158,990	.0699	6,068	24,088	4.4	7.1	7.4	31.7	49.4
Division 4		171,814	.0756	6,248	22,909	10.0	7.3	2.9	27.9	51.9
Division 5		318,517	.1400	6,806	24,314	5.7	6.8	5.0	13.6	69.7
Corner Brook		196,084	.0862	8,103	29,267	3.7	8.0	6.7	17.9	63.7

		EFFECTIVE BUYING INCOME—1982				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 6		383,638	.1686	9,200	31,970	2.9	4.4	3.6	20.4	68.7
Division 7		274,223	.1206	6,275	22,852	6.8	7.8	4.8	27.8	53.6
Division 8		234,705	.1032	4,330	16,646	6.4	8.2	4.5	15.8	65.1
Division 9		159,047	.0699	6,214	24,854	6.0	11.5	9.3	8.2	65.0
Division 10		221,846	.0975	6,954	26,100	2.5	3.6	1.6	6.6	85.7
Province Totals		3,648,137	1.6016	6,399	23,160	5.4	7.7	6.3	23.8	56.8

BOARD OF EDITORS **Robert H. Albert**, Editor & Associate Publisher
Editorial Director: **Thayer C. Taylor**
Associate Survey Editor: **Richard Kern**
Art and Production Editor: **Tom Loria**. Associate Production Managers: **Joan Ryan, John D. Roberts**. Reader Services (Research): **Richard Kern**, 212-986-4800. Copy Editor: **Rosanne Anderson**.

RESEARCH & DATA PREPARATION **Market Statistics, Inc. Edward J. Spar**, President; **David Glazer**, Senior Vice President; **Elias Fokas, Robert M. Katz**, Vice Presidents; **Dean Stoecker**, Director of Western Division; **Juan F. Yanes**, Manager of Data Processing; **Sharon Vattimo**, Research Manager; **Jeffrey L. Hall**, Director of Marketing; **Catherine Bruckner**, Senior Research Associate; **Mary Cortina**, Research Associate; **Joel Jones**, Systems Analyst; **Michail Teverovsky**, Senior Programmer; **Yip Ching Ngai, Kevin McNamara**, Programmers; **Sandra Lotson, Dolores M. Jung**, Research Assistants.

SUBSCRIPTIONS **Joseph P. Tessitore**, Director of Circulation; **Frank Curcio**, Art Production Director; **Craig A. Moritz**, Fulfillment Director; **Mary Kay**, Operations Manager; **Mary Ann Jurkovic**, Group Subscription Manager; **Edward Murray**, Sales Service Manager.
Subscription/Customer Services Department: **201-223-5222.**

SALES BUILDERS DIV. **Robert H. Albert**, Editor-in-Chief; **Joseph P. Tessitore**, Director of Marketing and Operations; **Frank Curcio**, Director of Manufacturing and Creative Services; **Mary Kay**, Manager of Marketing Operations; **Jill Lerner**, Art/Production Coordinator; **Mary Ann Jurkovic, Edward Murray**, Sales Service.

BUSINESS STAFF **Ken Reiss**, Publisher
Don Mates, National Advertising Manager; **Phyllis Badinger**, Assistant to the Publisher; **Joseph J. Furey**, Business Manager; **Heidi Auerbacher**, Advertising Services/Research Manager; **Joan Ryan**, Associate Production Manager; **Frank Curcio**, Promotion Art Director; **Jean Marie Compe**, Promotion Manager; **Cheryl V. Green, Nancy Matjasich**, Staff Assistants. S&MM Expo Postcard Mailer: **Marcea Koffsky**, Manager.

LOCATION OF SALES OFFICES & REPRESENTATIVES

East: 633 Third Ave., New York, NY 10164-0563. Phone 212-986-4800. **Bob Benson, Mary Jo Birtwell, Andrew Desidoro.**

Midwest: 307 N. Michigan Ave., Chicago, IL 60601. Phone 312-782-1266. **Don Mates**, National Advertising Manager; **Chuck Carroll, Tom Galligan.**

West: (Includes Hawaii & Mexico) 2081 Business Center Dr., Suite 180, Irvine, CA 92715. Phone 714-752-1456. **Sue Shafer, Bob Hoffmann.**

South: 18 Perimeter Park, Suite 100, Atlanta, GA 30341. Phone 404-451-0770. **Larry Mischik.**

Canada: American Publishers Representatives Ltd., 32 Front St., Suite 200, Toronto, Ontario, M5J 1C5. Phone 416-363-1388. **Alan Gosbee.**

William J. Carmichael, Market Manager—Newspapers, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662.

SURVEY OF BUYING POWER **William J. Carmichael**, Publishing Director, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662

BILL COMMUNICATIONS OFFICERS **John W. Hartman**, Chairman of the Board; **Morgan Browne**, President; **Irwin Levine**, Treasurer; **Donald A. Karas, Bernie Kovach**, Senior Vice Presidents; **Robert H. Albert, Joan Bakos, Jeffrey P. Berlind, Robert B. Carter, Murray Elman, John S. Fragale, Robert Letwin, Raymond Lewis, John W. Pearce, Ken Reiss, Malcolm Riley, Stanley J. Romaine, Robert Rosenbaum, Edward J. Spar**, Vice Presidents. Other Bill publications and divisions include Automative Chain Store, Incentive Marketing, Industrial Chemical News, Institutional Distribution, Jobber Retailer, Modern Tire Dealer, Plastics Technology, Restaurant Business, Restaurant and Hotel Design, Successful Meetings, Foodservice Research Center, Integrated Foodservices, Market Statistics, Sales Builders, SM Data Bank.

STATEMENT OF PURPOSE Sales & Marketing Management is published for all executives responsible for the profitable sale and marketing of their companies' products and services.
Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563.

S&MM's Canadian metropolitan county areas and their code numbers

501.Δ**Brantford, ON**—Brant Co.
502. **Calgary, AB**—Div. 6
Cambridge, ON—
(See Kitchener-Cambridge)
503. **Chicoutimi-Jonquière, PQ**—Chicoutimi Co.
Dartmouth, NS
(see Halifax-Dartmouth)
504. **Edmonton, AB**—Div. 11
Glace Bay, NS (See Sydney-Glace Bay)
505.Δ**Guelph, ON**—Wellington Co.
506. **Halifax-Dartmouth, NS**—Halifax Co.
507. **Hamilton, ON**—Hamilton-Wentworth Reg. Mun.
Jonquière, PQ
(see Chicoutimi-Jonquière)
508.Δ**Kamloops, BC**—Thompson-Nicola Reg. Dist.
509.Δ**Kelowna, BC**—Central Okanagan Reg. Dist.
510.Δ**Kingston, ON**—Frontenac Co.
511. **Kitchener-Cambridge, ON**—Waterloo Reg. Mun.
512. **London, ON**—Middlesex Co.
513.Δ**Moncton, NB**—Albert, Westmorland* cos.
514. **Montreal, PQ**—Chambly, Châteauguay, Deux-Montagnes, Iledе-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, ON
(See St. Catharines-Niagara)
515.Δ**North Bay, ON**—Nipissing Terr. Dist.
516. **Oshawa, ON**—Durham Reg. Mun.
517. **Ottawa, ON—Ontario Portion**—Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518.Δ**Peterborough, ON**—Peterborough Co.
519.Δ**Prince George, BC**—Fraser-Fort George Reg. Dist.
520. **Quebec, PQ**—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. **Regina, SK**—Div. 6
522. **St. Catharines-Niagara, ON**—Niagara Reg. Mun.
523. **St. John, NB**—Kings, St. John* cos.
524. **St. John's, NF**—Div. 1
525.Δ**Sarnia, ON**—Lambton Co.
526. **Saskatoon, SK**—Div. 11
527.Δ**Sault Ste. Marie, ON**—Algoma Terr. Dist.
Shawinigan, PQ (See Trois Rivières-Shawinigan)
528.Δ**Sherbrooke, PQ**—Sherbrooke Co.
529. **Sudbury, ON**—Sudbury Reg. Mun.
530.Δ**Sydney-Glace Bay, NS**—Cape Breton Co.
531. **Thunder Bay, ON**—Thunder Bay Terr. Dist.
532. **Toronto, ON**—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533. **Trois Rivières-Shawinigan, PQ**—Champlain, St.-Maurice* cos.
534. **Vancouver, BC**—Greater Vancouver Reg. Dist.
535. **Victoria, BC**—Capitol Reg. Dist.
536. **Windsor, ON**—Essex Co.
537. **Winnipeg, MB**—Div. 11

Δ A potential metro area as defined by S&MM.
*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Advertisers' Index appears on page C-218

Expect the unexpected from Downing

America has come to expect the best from Downing Displays, leaders in portable exhibits and displays for more than a quarter century. From tabletops to mammoth thirty and forty foot exhibits, Downing's versatility, portability and rugged construction leads the pack. But the quality you expect doesn't have to be boring. You can expect the best from Downing, and you can expect the unexpected as well.

THE
Unlimited
EXHIBIT

Real wood laminates add rich warmth

Real wood laminates add lustre and depth, bringing the boardroom to the showroom with finesse.

downing displays inc.

Downing portability goes coast to coast by UPS!

Designed to meet UPS shipping requirements, this full-sized, ten foot exhibit ships in two easy-to-carry shipping cases designed to arrive safely and economically. The Downing UPS exhibit sets up in minutes without tools.

Transparency tower steals the show!

Used as a stand-alone display or part of a larger exhibit, the Downing transparency tower lets you collect "ooh's" and "aah's" from illuminated transparencies or printed posters.

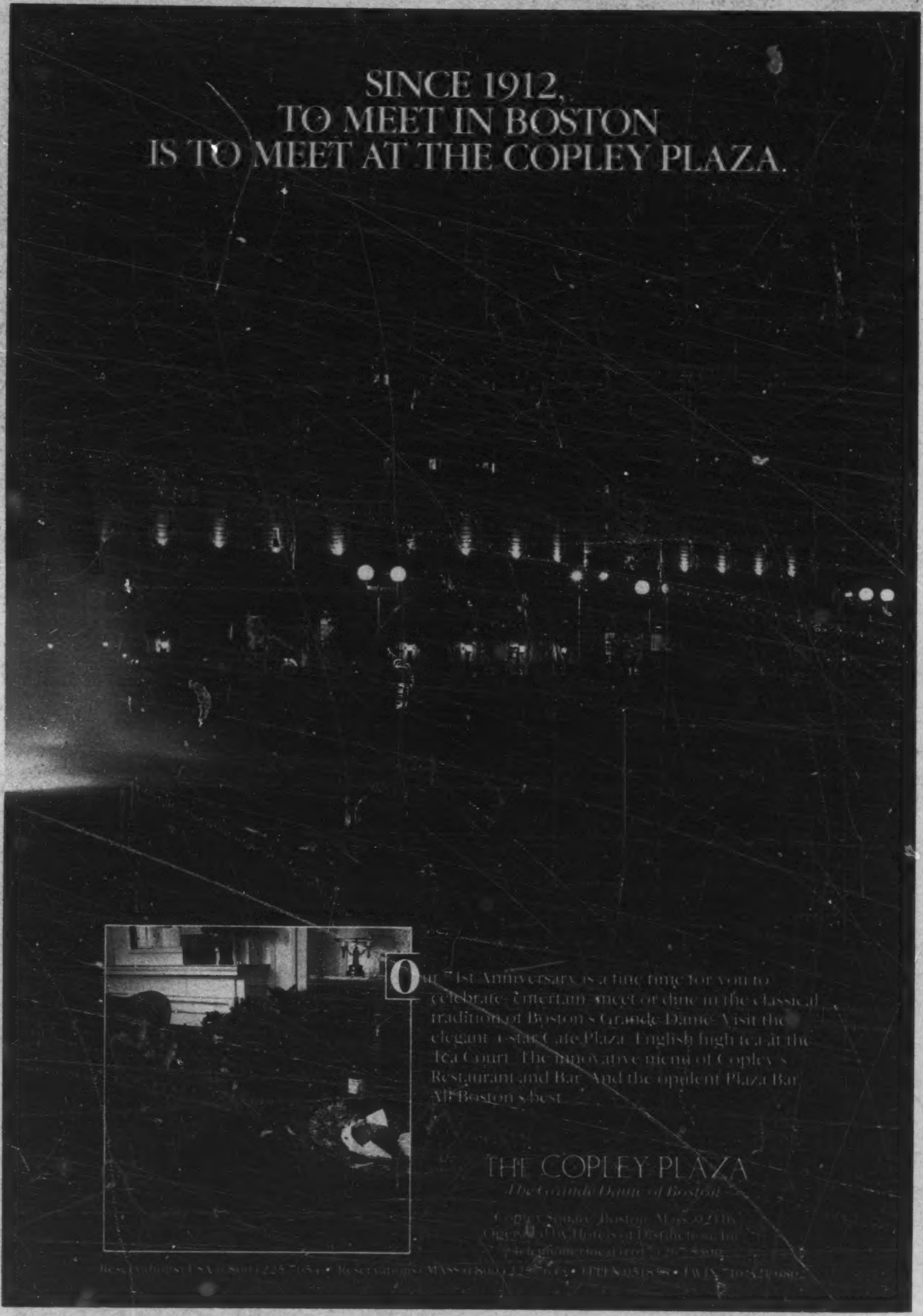
Downing Displays manufactures a complete line of portable exhibits and displays in every size, for every budget. You can expect quality, versatility and portability from Downing, the people who bring you the unexpected.

downing displays, inc.

115 West McMicken, Cincinnati, Ohio 45210/(513) 621-7888

© 1983-DDI

Circle No. 112 on Reader Service Card



SINCE 1912,
TO MEET IN BOSTON
IS TO MEET AT THE COPLEY PLAZA.

Our 71st Anniversary is a fine time for you to celebrate, entertain, meet or dine in the classical tradition of Boston's Grande Dame. Visit the elegant 4-star Cafe Plaza. English high tea at the Tea Court. The innovative menu of Copley's Restaurant and Bar. And the opulent Plaza Bar. All Boston's best.

THE COPLEY PLAZA
The Grande Dame of Boston

Copley Square, Boston, Mass. 02116
Operated by Hotels of Distinction, Inc.
Telephone (local) (617) 267-5300

Reservations: USA (800) 225-7654 • Reservations: MASS (800) 225-[illegible] • TELEX [illegible] • TWX [illegible]